Interview Questions:

Hello …..Thank you so much for taking time out for this informational interview for Futurestay.

This is Manasa, UX research intern

As you have been the business for some time now, we would love to know about the VR business, about you, and of course your perceptions on how it can put together in a better way.

Build personas ----

The purpose of the interview is to build personas or fictional characters to reflect the different user types, pinpointing who they are and what they do with products in different contexts. For now, we want to understand user characteristics, needs, goals, etc. and gain important insights into user journeys, and later test prototype them.

Let me start by asking you little bit about you, your educational background, what kind of online resources do you refer in your everyday life.

PERSONAL BACKGROUND:

* What is your educational background?
* What do you like to do in your free time?
* Do you read any publications, blogs, influencers, or social-media networks? (Both personally and for your business?) If yes, which ones.
* Do you belong to any networking, social, or professional groups? If yes, which ones.
* Do you attend industry events, conferences, or trade shows? If yes, which ones.
* Is your vacation rental a full-time job or part-time? Or a hobby/secondary income?
* Where do you do your research on VR business?

As I know you are a PM, tell me little bit about your business.

**Industry and Business**

* What is the size of your property/location?
* What are the most common challenges while using VR management system?

**Role**

* How many years have you had your rental?
* How did you get into the vacation rental industry? (i.e. what's your professional background?)
* What are your key responsibilities?
* Please describe a typical workday
* What does success mean to you and your business?
* What tools or skills do you use every day or find are important for your business?
* Do you have a team? (How many? What do they do for your business?)
* What frustrates you the most about your job, if anything?
* What do you enjoy most about your job?

You have already discussed about yourself, business, and your role in it. So, its now time to know about the future goals of your business, etc.

**Goals**

* What goals do you have for your business?
* Does Futurestay help you work/reach these goals? If not, how can Futurestay better support you?
* What steps do you personally take to reach your goals?

**Challenges**

* What are the biggest challenges that prevent you from achieving these goals?
* What have you done in the past to conquer these challenges? Did it work?
* If it didn't, what would you do differently next time?

**Decision Making**

* Who is involved or helps in the process of using VR software?
* Who do you consult with and trust for advice and information?

**Objections**

* What are your biggest complaints about our FS software or service?
* What must happen for you to overcome these complaints?

**Final Questions**

* How did you find out about our FS?
* Do you remember how you first found Futurestay?

Did we miss out something or any feedback or aspect you want us to add in FS?