

A:

Interviewer:

Interviewee:

Date:

B: Introduction

- Thank you for taking the time to chat with me.
- We think you are part of a group with a problem we are hoping to solve
- For this interview, I'm hoping you will put aside your polite nature and share with me your honest feelings, no matter how harsh they are.

C: Questions

1. How would you describe yourself as a **university student**?
2. What does Success as a student look like to you?
3. What's the hardest part about achieving that success?
4. When was the last time you tried to solve that problem?
5. What was the service tool you used to solve the problem?
6. Why is it a problem for you?
7. How did you find your current solution?
8. What's not ideal about this solution?
9. DO I have your permission to follow up with you in the future? (Ask for email)

D: Wrap Up

- Thank you again for your taking the time to participate in this interview. It is greatly appreciated!

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C: Questions

10. How would you describe yourself as a **Mobile User**?
11. What does Success as a Mobile User look like to you? (Having the newest device, Wifi, etc)
12. What's the hardest part about achieving that success?
13. When was the last time you tried to solve that problem?
14. What was the service tool you used to solve the problem?
15. How important is Wifi to you?
16. How do you find the best Wifi spot or How would you like to find them?
17. Why is it a problem for you?
18. How did you find your current solution?
19. What's not ideal about this solution?
20. DO I have your permission to follow up with you in the future? (Ask for email)

D: Wrap Up

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C: Questions

21. How would you describe yourself as a **Traveller**?
22. What does Success as a Traveller look like to you?
23. What's the hardest part about achieving that success?
24. When was the last time you tried to solve that problem?
25. What was the service tool you used to solve the problem?
26. When planning trips do you find it difficult to organize ?
27. How do you or How would you like to solve that problem?
28. Why is it a problem for you?
29. How did you find your current solution?
30. What's not ideal about this solution?
31. DO I have your permission to follow up with you in the future? (Ask for email)

D: Wrap Up

- Thank you again for your taking the time to participate in this interview. It is greatly appreciated!