

Interview Discussion Guide - V0



Udacity Cafe Design Sprint

Respondent Information

Respondent ID		Location	
Age		Occupation	

Setup

- ☐ Discussion Guide Printed or a New File is Copied
- ☐ Known Respondent Information is Filled In

In-Person Session

- ☐ Activities are printed and ready
- ☐ Respondent Post-It Card Created (with respondent ID, Date, Location, etc)
- ☐ Recording devices are running
- ☐ If remote viewers: link shared with the team

Remote Session

- ☐ Session link created and shared with the respondent
- ☐ Recording button is clicked and running
- ☐ If remote viewers: link shared with the team
- ☐ If sharing screen: Screen sharing is activated and mouse control is granted

Introduction Script

Thanks for taking some time to talk with us today. We're working with an education company exploring a new opportunity to offer new meal options to their students. This phase of research is to explore and validate some of our core assumptions around what this service will look like.

[**Researcher Note:** we want this to be vague enough to not bias, but specific enough to direct the conversation. If I'm running research for my start-up, I never specify that I'm a founder (people feel like they have to be supportive). Instead, I'll say "I'm working for a startup...". The area of research should be easy to remember so the respondent stays on track with their rants.]

During this session, I'll be asking you open-ended questions around your morning routine and consumption habits.

Everything you say will be kept strictly anonymous and confidential.

[**Researcher Note:** this was omitted for our example interviews since we're sharing the recordings with all students who take the course]

There are no right or wrong answers to our questions! We want to understand how you approach certain problems and what you're thinking as you start your day. As such, please talk out loud whenever possible about what's on your mind during these tasks. Try to be as honest as possible, I promise, you won't hurt our feelings.

{If recording: We'll be recording video, audio, and notes for my own memory and to share with my team, however, everything you say is strictly confidential and all data will be securely encrypted. We might share anonymized quotes or aggregate statistics from these sessions as we grow the business, for example as we market the service. We'll never link this data back to your name publicly. Does this make sense and are you ok with it?}

[**Researcher Note:** you must practice what you preach here! If you say you won't share data, don't. Make sure any new designers or researchers who have access to the data sign an NDA before sharing and that data is kept secure.]

{If offering incentive: You'll receive a [\$__ gift card, cash, discount] at the end of this session. [If gift card: We'll email the gift card to ____.] Is this ok? }

[Researcher Note: I like to confirm this early so it's not on the respondent's mind during the session.]

Any questions before we start?

Daily Routine

Starting the Day Journey

- Let's start by describing your normal morning routine.

[Researcher Note: I like to start by letting people talk a bit about themselves, this gives the opportunity to learn their style of communication and build empathy. By asking to describe their morning allows us to explore personal rather than work flows]

- How do you normally wake up?
 - Why do you wake up at this time?
- What do you do next?
 - How about your evening?

[Researcher Note: Sometimes it helps to give a pen, paper, and post-its to have the respondent visually describe the flow.]

- If no mention of food or drink, do you usually eat or drink anything like coffee or tea in your routine?
- Has there been a time when your morning routine been interrupted in the last two weeks?
 - Why?
 - How about the rest of your routine?

[Researcher Note: I like to explore how trends are broken, I've uncovered some really interesting contradictions by asking this question that led to opportunities.]

Food and Drink Preferences

- Do you have a go-to food or drink in the morning?
 - What is it?
 - How long has this been your go-to?
 - Have you changed it up at all in the last two weeks?
 - If yes, why?

[Researcher Note: One of my hypothesis is that people have a habitual, go-to drink.]

- When was the last time you drank coffee?
 - How do you drink your coffee?
 - Do you brew it yourself?
 - If yes, how?
 - Do you remember the last time you tried something different with your coffee?
 - Do you have multiple cups throughout the day?
 - Are they prepared differently?

- When was the last time you drank tea?
 - How do you drink your tea?
 - Do you steep it yourself?
 - If yes, how?
 - Do you remember the last time you tried something different with your tea?
 - Do you have multiple cups throughout the day?
 - Are they prepared differently?
- Is there any other type of drink you consumed in the morning recently?

[**Researcher Note:** I could have asked are you a coffee or tea drinker here - but this will segment people into two camps when there may be occasional crossover. Also, these are not the only options for things to drink!]

Cafe Preferences

Last Cafe Experience

- How frequently have you visited a cafe in the last month?
- Why do you go to cafes?

[**Researcher Note:** We focused the first half on habits, now we want to understand behaviors of physical coffee shops.]

- Can you describe your last cafe experience?
 - How did you choose to go to that cafe?
 - ACTIVITY >> Cafe criteria card sort

Ordering Experience

- Can you recall and describe the ordering experience from your last cafe visit?
- When was the last time you've ordered your cafe drink from an app?
 - Can you describe this experience to me?
 - Was there anything about it that you loved?
 - Was there anything about it that frustrated you?

[**Researcher Note:** Here we can understand what our competitors are doing well or poorly and if their apps are even being used.]

Rewards and Loyalty

- Which, if any, Cafe loyalty programs are you a member of?
 - Can you recall why did you sign up?
 - Can you recall how many points you have?
 - What is your next reward cashout - what will you get?

Wrap Up

- Is there anything you think I didn't ask?
- Do you have any questions for me?

Great, that's it. Thank you so much for participating in this phase of research. Our job now is to take this data and observe patterns with other respondents like you. All of this will help us to build a better cafe experience for everyone - and your responses make this possible. [*If continuing research*: Would it be ok if we reach out with future research questions such as exploring prototypes]