## **My Interview Guide**

**Introduction and overview of the study:** *My name is Bich Pham and I’m a Product Manager here at LinkedIn. The team’s been working on some exciting new ideas about the applying jobs experience for recent college students and we wanted to share them with you and get your feedback.*

*The way that this interview will run is*

*I have a few background questions to get to know you a little bit better. Then, we’ll switch gears and I’ll show you a prototype that the team has been working on and ask you for your feedback.*

*Before we get started, please review this NDA and sign it. It’s important that the things we show you and the ideas that we discuss today stay confidential.*

*Do you have any questions before we get started?*

*No questions… Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps make sure that we don’t miss anything in the notes.*

**General questions about the user's background (as related to the product)**

* Can you tell me a little bit about yourself?
* How long have you **graduated / been a recruiter**?
* Can you tell me a little bit about your process of recruiting an employee?
* When was the last time you hired a fresher? How often do you do this?

**More specific questions about the user's experiences getting groceries**

* Do you think an impressive CV is important to a recruiter? Why or why not?
* What kinds of factors are important while interviewing? Why?
* Do you have any concerns about the freshers’ ability in the real working environment? Why?
* What do you think about the new potential LinkedIn just only for freshers?

**Tasks for the user to complete in the prototype** *Now I’m going to show you a prototype that the team has been working on. Keep in mind that this isn’t a test… And there’s no right or wrong answer. We’re trying to understand how well this idea works for you. And because it’s a prototype, not everything you see in the app may work.*

*One more thing… As you start using the prototype, I’m going to ask you to think out loud. I’m interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do.*

* Go ahead and take a look around. Can you describe what you see?
* Let’s say that you wanted to create a CV. How would you do that?
* What are the different options for selecting the templates for you? Which one do you prefer? Why?

**User's feedback about the prototype** *Awesome! Thanks so much for going through all of that with us. Just a few more questions*

* Do you think this is something you would use? Why or why not?
* Is there anything you think could be improved?
* Is there any other feedback you want to share with the team?

**Thank you message to the user for participating** *Thanks so much for coming in! We really appreciate you taking the time to share your thoughts about what we’ve been working on.*