

All User Interview Script

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1. Donors (People Who Have Donated Blood)

Subgroups:

- A. Donors who have used DonorUA
- B. Donors who have NOT used DonorUA

Purpose:

- Understand their motivations, pain points, and how DonorUA fits (or doesn't fit) into their donation journey.

▼ A. Donors Who Have Used DonorUA

Sample Questions:

1. Main Job:

- *"What were you trying to achieve the last time you used DonorUA?"*
- *"How did you discover DonorUA, and why did you decide to use it?"*

2. Process & Experience:

- *"Walk me through how you used the website. What steps were easy? What frustrated you?"*
- *"Did DonorUA help you feel more confident about donating? How?"*

3. Emotional Drivers:

- *"How did you feel before, during, and after using DonorUA?"*
- *"Did anything about the website make you anxious or unsure?"*

4. Alternatives:

- *"Have you ever used other methods to donate blood (e.g., calling a clinic directly)? Why?"*

5. Improvements:

- *"If you could redesign one thing about DonorUA, what would it be?"*

Probe Deeper:

- If they mention a pain point (e.g., *"I couldn't find a nearby center"*), ask:
 - *"What would have made this easier for you?"*
 - *"How did you solve this problem instead?"*
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▼ B. Donors Who Have NOT Used DonorUA

Sample Questions:

1. Motivations:

- *"What prompted you to donate blood recently?"*
- *"How did you find information about where/how to donate?"*

2. Awareness & Barriers:

- *"Have you heard of DonorUA? If yes, why haven't you used it?"*
- *"If no: What kind of tool or information would make donating easier for you?"*

3. Workarounds:

- *"What steps did you take to donate blood without DonorUA?"*
- *"What was the hardest part of the process?"*

4. Hypotheticals:

- *"If DonorUA could do one thing to convince you to try it, what would that be?"*
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2. Non-Donors (People Who Have Never Donated Blood)

Subgroups:

- **A. Non-donors who have used DonorUA** (e.g., considered donating but didn't follow through)
- **B. Non-donors who have NOT used DonorUA**

Purpose:

- Uncover barriers, fears, and unmet needs preventing donation.
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▼ A. Non-Donors Who Have Used DonorUA

Sample Questions:

1. Initial Intent:

- *"What made you visit DonorUA initially?"*
- *"What were you hoping to accomplish?"*

2. Abandonment:

- *"At what point did you decide not to donate? Why?"*
- *"Was there something about the website that confused or worried you?"*

3. Emotional Blockers:

- *"How did you feel when using DonorUA? Did it increase or decrease your anxiety?"*

4. What Would Change Their Mind:

- *"What could DonorUA do to make you feel ready to donate?"*
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▼ B. Non-Donors Who Have NOT Used DonorUA

Sample Questions:

1. Awareness & Perceptions:

- *"Are you aware of platforms like DonorUA? If yes, why haven't you used them?"*

2. Barriers:

- *"What's stopped you from donating blood in the past?"*
- *"What worries you most about donating blood?"*

3. Hypothetical Solutions:

- *"What kind of information or support would make you consider donating?"*
- *"If DonorUA could guarantee one thing, what would convince you to try it?"*

4. Trust:

- *"How do you verify if a blood donation platform is trustworthy?"*