

## **MPS Ads Module Discovery Session**

### ***Interview Protocol***

1. Introduction of goals and participants
2. Workflow demonstration
3. Follow-up questions

### ***Introduction***

Thank you for taking the time to participate in this interview. In this session, we want to learn about you and your work, especially in the facilitation of ads to consumers. To begin, we want you to tell us a little about your role and then demonstrate your daily task workflow. Afterwards, we will follow-up with some questions to make sure we have a holistic understanding of the ads environment.

We will also be recording your voice and your screen during this session. These recordings will definitely be confidential and used only for research purposes by our team.

You can't do or say anything wrong here. We'd like you to "think aloud" as much as possible. By that, we mean that we'd like you to speak your thoughts as often as you can. Please feel free to chime in with any comments or questions as you see fit in order to better help us understand your work. Our ultimate objective here is to see how your workflow can be improved with the new interface we are designing.

### ***Follow-Up Questions***

1. What is your role? How long have you worked in this position?
2. Tell us about your everyday responsibilities. What does your daily schedule look like?
  - a. What specific tools do you use to implement your daily work?
  - b. What is your primary objective when using these tools and implements?
  - c. Do you use any tools to manage or keep track of your work? (i.e., calendars, note pads?)

3. To understand team structure – whom do you mainly work with on a daily basis?
  - a. Who do you mostly correspond with?
  - b. Do you oversee anyone else's work?
  - c. Does anyone oversee your work?
  - d. Are there routine meetings, calls, or e-mail correspondence?
    - i. What is the purpose of these meetings and e-mails?
4. Recall a time you've encountered a problem while carrying out your work. What was the problem and how did you resolve it?
  - a. How often does this problem occur?
  - b. Do any other problems occur? Do they come up occasionally or frequently?
5. What do you think works well in current daily workflow? Why?
6. Is there anything you would like to change about it? Why?
  - a. How would you change it?

### ***Conclusion***

Thank you for taking the time to share your work and process with us. You really helped us understand your role and gave us a lot of good insights and takeaways as to what could be improved in the process. Is it possible that we contact you if

we have any follow-up questions in the future? If you think of anything you forgot or think we should know after this session, please shoot us an e-mail at [kennix.lee@nbcuni.com](mailto:kennix.lee@nbcuni.com). Thanks again!