CONTEXTUAL INTERVIEWS

**TARGET AUDIENCE:**

* College students that do not participate in collegiate sports; students that only have classes marked down in their schedule

**INTRODUCTION:**

* I am performing some market research for my IMS 413 class, and the reason I am reaching out to you is because you fall into the niche I am trying to target.
* The purpose of this interview is to better understand your habits and how you have experienced tracking them in the past. This includes your frustrations, problems, and pain points relevant to any experiences you have had.
* The reason your feedback is so important is it allows me to craft an application that can correct the wrongs of the niche’s experiences in the past. The final product is not for me, but for the market I am reaching out to.
* This conversation will take about 20 minutes, and I say conversation because this is about you

**QUESTIONS TO ASK INTERVIEWEES:**

* **Tell me about what your typical college day looks like during the week. How do your weekends look? What does a normal week in its entirety look like?**
  + **Wake up around 10 for only synchronous class**
  + **Make lunch at his place or food delivered**
* **Is your class schedule pretty full? Tell me about that. What else do you do when you are not on Zoom for your courses?**
  + **Lots of work for classes but no meetings**
  + **2 classes with a group for semester**
  + **Macroeconomics had weekly homework, same with writing assignments**
  + **Rock climbing**
  + **Town is “slow”, and nothing is going on; really seems like you’re living in the middle of nowhere**
* **What is different about being in college vs high school? Are your priorities different? Tell me about the biggest difference in college life vs high school life.**
  + **Being able to live own his own this year. Do his own dishes, make his own food. He has to do everything without ppl telling him to do them**
  + **High school: have to show up to class, but he has motivation to go**
* **Are there any habits that you have that make you unique? What are the things that you do daily/weekly/monthly?**
  + **Try to meal prep as much as possible, for the next week**
  + **Breakfast all at once**
  + **Eat chicken for lunch**
  + **Dinner with chicken… or skip lunch**
* **Are you more of a procrastinator, or do you do get in a groove and knock everything out quickly? Tell me about any times that you may have felt overwhelmed or gratified with a work load.**
  + **Procrastinator: wait till the last minutes to get things done, but he knows what to do**
  + **Get things done early before watching basketball or during halftime**
  + **Didn’t start accounting project until very late**
* **Tell me about the last time you told yourself you would start doing something every day/week. Was there any way to make yourself accountable for it?**
  + **Keeping up with basketball**
  + **Social life is non existent now**
* **Apps:**
  + **Using calendar on canvas to keep up to date**
  + **Everything is there**
  + **What it is, when is it due**
  + **Tried to use a calendar app, but everything is on canvas and it can be customized**
  + **Likes the color coating for different classes**
  + **Click on it and it directs you right to assignment**
  + **Likes the feedback when assignments are completed**
  + **Would check the canvas calendar more often over google calendar because of the relevancy**
* **Tell me about what your typical college day looks like during the week. How do your weekends look? What does a normal week in its entirety look like?**
* **Is your class schedule pretty full? Tell me about that. What else do you do when you are not on Zoom for your courses?**
* **What is different about being in college vs high school? Are your priorities different? Tell me about the biggest difference in college life vs high school life.**
* **Are there any habits that you have that make you unique? What are the things that you do daily/weekly/monthly?**
* **Are you more of a procrastinator, or do you do get in a groove and knock everything out quickly? Tell me about any times that you may have felt overwhelmed or gratified with a work load.**
* **Tell me about the last time you told yourself you would start doing something every day/week. Was there any way to make yourself accountable for it?**