**Interview Question Guide:**

Introduction:

* “Hey, my name’s Darren.  I’m doing a project for my grad program at Babson and I was wondering if I could ask you a few short questions about your smartphone habits.”

Open ended questions to warm up conversation:

* “What kind of smartphone do you currently have?”

=> iPhone 12 Pro, Version iOS 14.7.1iPhone 12 Pro, Version iOS 14.7.1

* “What do you like the most about your current smartphone?”

=> It has an easy to use interface and a smooth integration with other Apple products which makes it more compatible relative to other devices/products in market.

* “How long have you had this smartphone for?” (A)

=> 10 months

* “How often do you change your smartphone?” (B)

=> Approximately after every 2 years.

* “What is the main driver for you changing your phone?”

=> I usually change my smartphone either when there is lot of gap between updates in terms of technological hardware systems or else when my previous phone is relatively slow in processing/handling regular data.

Introducing and approaching the project topic (“mobile accessories sustainability”):

* “What kind of phone accessories do you own? (possible options: casing, protector lens, charging station and cable, headphone/earphone, selfie sticks, car mounts, etc.)

=> (1) Phone case

(2) Screen guard

(3) Earphone - Boat Airdopes

(4) Charger brick with a lightning port cabe

(5) Power bank

* “Given that you have changed X number of smartphones in the previous X years, how many times have you shopped for new phone accessories? And how much is a typical spend?” (RELATES TO B)

=> I have had an opportunity of having 3 phones till date within the span of last 5.5 years. My first 2 phones been Android and the current one is iOS. Description-

Phone 1: Android phone with B type charging cable

Phone 2: Android phone with C type charging cable

Phone 3: Apple iOS phone with lightning port charging cable

Since my every phone had a drastic change in the charging cable, I got the brick as well as the cable for each one which came along with the phones at purchase. Except for Apple iPhone 12 Pro, for which I had to buy the brick as it was my first Apple product. Phone cases and Screen guards were often changed because of my rough use, which would be after every 6 months and generally I would buy regular earphones after every 1 year. Same thing continues with the Phone cases as well as the screen guard but the earphones as Airdopes have proven to be the best as of now.

My total spend would be around $150 for all the accessories that I have had till now, making my typical spend for a phone to be about $50.

* “Out of the mobile accessories you’ve mentioned above, which one you changed most frequently?” (if the answer is case, move to below)
* “What would you do with your old phone accessories? (possible options: dispose it, resell it?)”

IF THE ANSWER IS CASING:

* “Why do you change your casing pretty often? (possible options: to fit new smartphone design, feel bored with the current casing, looking for higher quality, he/she broke her casing, etc)”
* “What are your top considerations when buying a new casing? (possible options: design/color, functionality, pricing, sustainability, material, celebrity influences, etc.)?”
* “When was the last time you dropped your phone?”
  + “Did you have a **case** or screen protector on it?”
    - “Was it okay?”   “How bad was the damage?”  “Did you need a replacement device?”
* “How effectively did the phone case perform?”
* “Where did you buy your case from?”
  + “Do you always get your phone cases from that company?”
* “Do you constantly feel the need to change your case to a new design or color for variety's sake?”
  + “Even if/when the case is in good condition?”
* “What would you do with your old phone accessories? (possible options: dispose it, resell it?)”

*\*Briefly relate on fun phone case designs, textures, features, etc from past personal experience\**

Exposing the focus:

* “Are you familiar with any phone case companies that design their products with environmental impacts specifically in mind?”
  + **IF YES**: “Have you tried any of that company’s products?”
    - **IF YES AGAIN**: “What was your experience with that product like?”
  + **IF NO**: “Did you know that there are numerous companies such as PelaCase that manufacture **compostable** phone cases crafted from **flax** materials?”

IF THE ANSWER IS NOT PHONE CASES:

* “Why do you change your ‘X’ mobile accessories pretty often? (possible options: to fit new smartphone, broken, lost, etc)”
* “Where do you usually get ‘X’ mobile accessories from?”
* “What kind of researches have you conducted to arrive at a decision to buy from ‘X’ supplier?”
* “What do you like or dislike about your mobile accessories?”