

Interview Guide

Knovel Mobile App Ideation: Firstname Lastname

Interview Details

Interviewee	Firstname Lastname (email@website.com)
Date and Time	Friday, December 15 at 1:30am
Dial-In Information	<p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/XXXXXXXXX</p> <p>You can also dial in using your phone. United States: +1 (669) 224-3217</p> <p>Access Code: XXX-XXX-XXX</p> <p>First GoToMeeting? Let's do a quick system check: https://link.gotomeeting.com/system-check</p>
Interviewee Instructions	<ul style="list-style-type: none"> • If you are a current user of the My Knovel ToGo mobile app, please have the device you use it on with you during the call • If joining the call from a desktop Web browser <ul style="list-style-type: none"> ○ Please use Google Chrome ○ Confirm that you can use our conference call tool (GoToMeeting): <ul style="list-style-type: none"> ■ Run the GoToMeeting system check: https://link.gotomeeting.com/system-check ■ Join GoToMeeting's test meeting: https://global.gotomeeting.com/join/333699349
Attendees	<p><i>From DOOR3:</i></p> <ul style="list-style-type: none"> • Rob Kovacs <p><i>From Elsevier:</i></p> <ul style="list-style-type: none"> •

Interview Outline

Introduction <i>5 mins</i>	<p>Hi, my name is Rob Kovacs. I'm here today to talk to you about your experience with the Knovel mobile app. I'll be recording the call so I can refer to it later and make sure I didn't miss any important details. Is that OK? Also, we have 60 minutes scheduled for today's call. If we need to, can we talk for more than that, or do you have to stop at exactly <i>{now+1 hour}</i>?</p> <p>Knovel has asked the design agency I work for to talk to some of their customers about their experiences. My goal is to understand more about how you use Knovel on desktop, on your phone or tablet, and related tools. By hearing from real users like you, we can make the next version of the Knovel mobile app as useful as possible.</p> <p>There are no wrong answers to any of the questions I'm about to ask. I'm here to learn more about your experiences, and use that as best as I can to improve Knovel's products.</p> <p>Any questions for me before we get started?</p>	
Overview <i>10 mins</i>	<p><i>If professional user:</i></p> <ul style="list-style-type: none">• Where do you work? What industry does the company serve?• What is your title at the company? What do you do there? <p><i>If academic user:</i></p>	

	<ul style="list-style-type: none"> • Where do you {<i>teach</i> <i>go to school</i>}? • What are you {<i>studying</i> <i>teaching</i>}? Within that subject, what is your specific focus area? • Also, add For Students questions. <p>Both user types:</p> <ul style="list-style-type: none"> • How often do you use Knovel? • Why do you use Knovel? How would you describe it to someone at your {<i>office</i> <i>school</i>} who's never used it before? • How often do you use My Knovel ToGo (the Knovel mobile app)? <ul style="list-style-type: none"> ○ <i>If never:</i> Why not? <ul style="list-style-type: none"> ■ Also add For Desktop-Only Users questions. ○ <i>If any other answer:</i> When do you use My Knovel ToGo over the desktop version of Knovel? <ul style="list-style-type: none"> ■ What platform? (<i>Android/iOS</i>) ○ Do you prefer to use My Knovel ToGo on a tablet or phone? Why? • Tell me about the last time you used Knovel or My Knovel ToGo. Was this typical for you? <ul style="list-style-type: none"> ○ <i>If yes:</i> How so? ○ <i>If no:</i> What was different about this recent experience? 	
Search 5 mins	<ul style="list-style-type: none"> • With all the resources available on Knovel, how do you find the ones that are most relevant to you? <ul style="list-style-type: none"> ○ Do you ever have any problems finding the exact resources you need? Why? • Once you find a resource on Knovel that you think 	

	<p>is relevant, what do you do next?</p> <ul style="list-style-type: none"> • How do you split your searching and reading behavior across desktop and mobile? <i>Search on desktop and read on mobile? Search on mobile and read on desktop?</i> 	
<p>Content Types 10 mins</p>	<ul style="list-style-type: none"> • On Knovel, you can find not only books, but also tables, graphs, equations, and more. Which of these types of content are most useful to you? <ul style="list-style-type: none"> ◦ <i>If more than books:</i> <ul style="list-style-type: none"> ■ How often do you use each type of content? Why? ■ When is each of these content types most useful? ■ If they were available on your tablet or mobile phone, how would that make <i>{your main Knovel use case}</i> easier? • What other tools besides Knovel do you use for <i>{your main Knovel use case}</i>? If you could store information from all of these places in Knovel, would you? • Do you take photos as part of <i>{your main Knovel use case}</i>? <ul style="list-style-type: none"> ◦ <i>If yes:</i> If you could upload those photos from your phone to Knovel, would you? 	
<p>Reading 10 mins</p>	<ul style="list-style-type: none"> • <i>If they have used My Knovel ToGo:</i> Do you currently read or access books on My Knovel ToGo? <ul style="list-style-type: none"> ◦ <i>If yes:</i> <ul style="list-style-type: none"> ■ Describe a typical/the most recent time you read a book on My Knovel 	

	<p>ToGo. When? Where (are you online or offline)? Why?</p> <ul style="list-style-type: none"> ■ How do you feel about that experience? <ul style="list-style-type: none"> ○ <i>If no: why not?</i> <ul style="list-style-type: none"> ● Do you use any e-reading devices, such as a Kindle or Nook? <ul style="list-style-type: none"> ○ How would you compare using an e-reader to reading physical books? What do you like and dislike about each? ○ If My Knovel ToGo let you adjust the way the book's text displays (font size, night mode, etc.), would you use it? ○ Of the other things you like about reading with e-reader, what else would you like to see in My Knovel ToGo? ● Do you often start reading on a certain device, and start reading on another (from desktop to mobile)? <ul style="list-style-type: none"> ○ <i>If no: why not?</i> ● Within a certain book from Knovel or My Knovel ToGo, how do you find the specific information that you need? 	
<p>Notes & Sharing <i>10 mins</i></p>	<ul style="list-style-type: none"> ● When you find something useful on Knovel, how do you keep track of it for future reference? Do you use My Knovel for this purpose? <ul style="list-style-type: none"> ○ <i>If yes: if My Knovel was available in the Knovel app, how do you imagine you'd use it there?</i> ● How, if at all, do you share the information you've collected from Knovel with others at {work school}? 	

	<ul style="list-style-type: none"> ○ Would you like to share this information within the Knovel app, or by using other communication tools, such as text messaging, email, instant messaging, etc.? ● Do you usually share information from Knovel with the same people, or groups of people? ● How do you communicate with the people you work with on <i>{main Knovel use case}</i>? Can you see any benefit to that conversation taking place in the app? ● Do you ever take notes inside a book on Knovel? <ul style="list-style-type: none"> ○ <i>If yes:</i> <ul style="list-style-type: none"> ■ What do you use those notes for? ■ Would you take notes on a book inside the app? ○ <i>If no:</i> Do you take notes in other books? <ul style="list-style-type: none"> ■ <i>If yes:</i> Why not in Knovel then? 	
For Desktop-Only Users 5 mins	<ul style="list-style-type: none"> ● Have you ever tried to use the My Knovel ToGo mobile app? <ul style="list-style-type: none"> ○ <i>If yes:</i> Why don't you still use it? What went wrong? ○ <i>If no:</i> Why not? 	
For Students 5 mins	<ul style="list-style-type: none"> ● How do your classes use the materials within Knovel? ● How do <i>{you you recommend that your students}</i> study for the classes that you use Knovel for? <ul style="list-style-type: none"> ○ Do <i>{you your students}</i> ever use flashcards to study? ● <i>Students:</i> If you don't understand something in one of the books you have to read for class, where 	

	<p>do you get help?</p> <ul style="list-style-type: none"> • <i>Professors:</i> When students need help understanding a topic, what material is the most helpful? 	
<p>Wrap-Up <i>5 mins</i></p>	<ul style="list-style-type: none"> • Before we go, is there anything else you'd like to share about your experience with Knovel or My Knovel ToGo? <p>Thank you so much for your time today!</p> <p><i>Share incentive.</i></p>	

