USER INTERVIEW SCRIPT TEMPLATE

UX HONEY

Your Name
Date

-

RECRUITING QUESTIONS -

These questions help you identify if someone is your persona.

Help you indicate if you should interview someone or not.

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Do you often get food delivered to you?

Do you Drink boba tea frequently?

Do you consider yourself a foodie or love good food/beverages?

THE LEARNING GOALS -

These are hi-level areas you want to learn about.

This is just for your/teams reference.

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What's their **Delivery/on-demand behavior?**

What do they **like** and find **painful** about the current delivery and on-demand services and why?

What's their **BOBA tea behavior?**

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THE INTRODUCTION

—

1. Introduce yourself and notetaker.
Say " I'm a designer and researcher working in the food/beverage space"

2. Ask if it's ok to record the session, just for note taking purposes?

3. State how long the interview will take. 1 hour

4. State the goal of the interview:
Say " I just want to have a discussion regarding your experiences with delivery & on-demand services. Also, I'm working on a Boba tea application and I would like to learn about your boba tea experiences.

5. Let him/her know nothing they say will offend you
Say "There are no right or wrong answers to ?'s, the only right answer is your opinion"

6. Feel free to ask questions anytime.

7. They'll 5 minutes at the end for any questions too.

8. Any questions before we begin

9. Turn on the recording device (your phone)

10. Take pictures of them for your case study....

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THE QUESTIONS
–

START WITH A ICEBREAKER QUESTION:

Q - What do you do for fun when not working?

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THEN DO ABOUT THEM:

Q - Tell me a little bit about yourself?

Q - How old are you and what do you do for work?

Q - Where do you live?

Q - What does your home life look like?

(then move to the learning goals)

LEARNING GOAL TOPIC HERE - (Time spent per section here)

Q - These questions relate to the learning goal

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BOBA TEA EXAMPLE:

-

DELIVERY/ON -DEMAND BEHAVIOR - (10 Minutes)

Q - How often do you use delivery services?

Q - Why & when do you use them?

Q - What do you use them for?

Q - How do you hear about these services?

Q - Have you ever had a bad experience when using them?

  - If so, please describe in detail what was painful about it....

Q - Have you ever had a really great experience?

  - If so, please describe in detail what was great about it....

Q - Do you have a favorite service?

  - If so, please describe why it's your favorite...

Q - When was the last time you ordered something on delivery?

BOBA TEA BEHAVIOR - (10 Minutes)

Q - How often do you drink boba tea?

Q - When do you drink it?

Q - Where do you go to get Boba Tea?

Q - Have you ever had a bad experience with Boba Tea?

  - If so, please describe in detail what was bad about it?

Q - Have you ever had a more than great experience
      with a Boba tea company?

  - If so, please describe in detail what was great about it....

U X
HONEY

THE OUTRO

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THE WISH LIST QUESTION:

Q - Based on everything that I asked you. Let's say I'm
going to give you a solution to solve any problems you have.
And you have a magic wand, you can get anything.
What is your wish?

OUTRO

-

1. **Thank you for your time.**
2. **All the notes and recording are confidential
    and will only be seen by myself and the team**
3. **If payment is involved then make the transaction**
4. **Tell them you may contact them again for solution testing**
5. **Thank you and Goodbye.**

USER INTERVIEW
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THE
GOAL OF
RESEARCH

- -

• Capture & explore reactions
• Identify & explore behaviors
• Shine light on the unknown.

- -

Go gather insights and learn about
the people we have set out to target.

Look for patterns of information
that help us validate or invalidate our
problems & solution assumptions.