
DAILYATFIVE

USER RESEARCH QUESTIONNAIRE

Introduction template

“Hi Alice, thanks for coming down. My name is _____, and I’ll be conducting the interview today .

We’re doing some market research, so some of the questions might be a little personal, and will concern your lifestyle. If you feel uncomfortable answering any of the questions, just let me know and we can skip it. I can’t tell you much about what we do or the exact reason we’re doing this research now, because it might affect the way you answer the questions. But I can definitely tell you after the interview is over .

Do you have any questions so far?

[pause for respondent’s reply]

Warm Up Questions

1. Questions regarding their age, email id, phone number etc.
2. “What’s your occupation / what do you do all day?”
3. “Can you tell me more about your hobbies?”
4. “How often do you use the internet? Etc.”

Sporting Habits

1. Sports that you play?
2. Where do you play those sports?
3. Any specific reason for playing the sport(s)?
4. How long do you usually play for?
5. How frequently / regularly?
6. How do you connect to other players?
7. Any external clubs / societies?
8. Distance - How far do you travel or you are willing to travel.
9. What kind of age groups do you usually play with?
10. Where do you follow your favourite sporting news(sports personalities)? Both offline and online .
11. Do you play professionally? Is playing just a hobby?

CORE QUESTIONS

1. Do you recall any such experience when you were unable to find any active players? How did you feel about that? What did you do in such a circumstance?
2. Do you recall those times when you wanted to call everyone in your neighbourhood to a single place? How was your experience? What process did you follow?
3. How is your experience with the current process of communication ?
4. How do you feel about playing with strangers?
5. What kind of sports equipment do you buy? How often? Average spend?

Further Questions

1. What motivates you to go out to play/train?
2. Do you regularly read about fitness related topics?