Interview Guide for StartupCentral

Research Goal

We want to know what are the key points users are looking for while reading through the landing page to ensure that StartupCentral's customers can find reliable information about starting and managing a business. Moreover, the users can go through the website with ease and have a good user experience while doing so.

Research Objectives

- Understand how the user navigate through the already existing website
- Determine what are the main points that would make them a customer.
- Determine which features users like on the site, and how they would improve it
- Learn more about the needs, motivations, and current pain points that the users have when they are using the website

Brief Overview

Thank you for taking the time out of your busy schedule for this interview. Before we begin, I would like to give you a brief overview of the research that I am conducting. I am currently interested in learning more about your experience with StartupCentral's website to get a better idea of the different features that are helpful and/or irritating when you access the site. This interview should take about 30 minutes and the interview session will be recorded for research purposes. Please be advised that it is confidential.

Interview

Demographics

1. What is your name?
2. What is your gender?
3. How old are you?
4. What is your current occupation?
5. Where are you currently located?

Introduction Questions

1. How do you feel about the website?
2. How often do you visit the website?
3. What do you usually use the website for?

Topic-Specific Questions

1. How long does it take for you to find beneficial information to your questions?
2. How long does it take you to find a mentor that could help you?
3. How long does it take you to find valuable discounts offered by our partners?
4. How long does it take you to find the price of StartupCentral's service?
5. What kind of online services do you use the most?
    a. What is it about the brand that makes you go back to it?
6. What device do you usually use the website on; phone, tablet, laptop?
7. What is something that you find irritating about the website?
8. Can you distinguish whether you are logged in to the website or not?
9. Can you describe your most recent experience with the website?
10. Can you describe what were the positives of using the website?
11. Can you describe what were the negatives of using the website?

Wrap Up Questions

1. What is something that you wish the website would do differently?
2. Is there anything that I missed that you would like to share?