

Interview Guide

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Date: 1/31/2022

Instructions

1. Make a copy of this document into your Google Drive by clicking File > Make a Copy.
2. Rename your copy "Interview Guide - First Name Last Name"
3. Fill in the yellow boxes with your responses to the prompts below.

Suspected Problem Statement

What is the *suspected problem* you wish to explore/validate/challenge? Write it below in the correct format: *In the area of routines & habits, I suspect that [WHO] [PROBLEM] because [UNDERLYING REASON]. That's a problem because [NEGATIVE IMPACT].*

In the area of routines & habits, I suspect that students are spending too much money on coffee because they are addicted to the taste and feeling coffee gives them. That's a problem because they lose the ability to budget better (housing, tuition, less money for social gatherings, etc).

In the area of routines & habits, I suspect that students are spending too much money at coffee shops because coffee shops are convenient, a source of comfort, and a tasty reward. That's a problem because they lose a sizeable amount of their budget.

Major themes:

1. Cafes
 2. Why do they drink coffee
 3. Budget
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1. Students
 2. Are spending too much money at coffee shops
 3. Coffee shops are convenient, a source of comfort, and a tasty reward
 4. They lose a sizeable amount of their budget

Interview Objectives

What do you hope to learn through these interviews? Your objectives should be focused so that you can gain enough depth in your 10-minute interviews. Feel free to [reference the video at 2:58](#).

Here are some general objectives around the topic of routines to give you a headstart:

- To understand the types of personal goals they have that relate to forming new routines/habits
- To learn how they generally feel about their routines and habits
- To discover what tools they currently use to form new routines and habits (i.e. apps, journals, tracking sheets)
- What do you hope to learn from the interviews
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Write 2-3 more objectives that are specific to your suspected problem topic:

- Why do people enjoy coffee?
- Understand coffee habits:
 - How do they like to make their coffee?
 - Why is it important for them to have coffee?
 - Understand how they act without coffee?
- Side effects associated with drinking coffee
 - How does it affect their spending habits?

Opening Statement

[Reference the video at 6:34](#)

Share some context for why you're interviewing them. Put your interview subject at ease. And it's required by California Law for you to ask for their permission to record their interview.

Write a short introduction that you plan to say to your interview subject:

Before we start, do I have your permission to record this interview?

Hello, my name is Tiffany. I'll be leading our interview today. I'd like to start off by thanking you for taking the time to speak with me. I'd like to speak with you about coffee and get a better understanding of your relationship with coffee.

I'm going to ask you some questions to learn more, and if I ask you something that you don't want to answer let me know and we'll move right along. Do you have any questions for me before we get started?

Interview Questions

[Reference the video at 4:44](#)

The way you ask questions can either help or hurt your research efforts. Questions that are close-ended, leading, or too general result in low-quality data.

Write open-ended questions that start with “**What**” “**How**” and “**Why**”.

- **Bad:** Do you use a habit-tracker? (Asks for a Yes/No answer)
- **Better:** What do you use to track your habits? (OK, but assumes that they track their habits)
- **Best:** How do you know you're making progress on your goals? (Allows them to describe what they do in their own words)

Write non-leading questions.

- **Bad:** What's your weight loss goal? (Unless they've mentioned it, asking this right off the bat assumes that they have a weight loss goal when they may not)
- **Better:** What personal goals do you currently have? (Better, but assumes they have personal goals)
- **Best:** What are you focused on most in your life right now? (Gets *them* to say what they're working on)

Write questions that ask for specifics.

- **Bad:** What's the best way to form new habits? (Asks for their opinion, not their actual behavior. Avoid asking for opinions.)
- **Better:** How do you go about forming new habits? (Better, but it requires them to generalize their process which leads to bias.)
- **Best:** Think of the last time you tried to form a new habit. Can you walk me through what you did? (Asks about their *actual behavior* related to a recent and specific memory)

Write at least 10 interview questions you could potentially ask during your interview:

- What is your favorite coffee beverage?
 - What is your process when making coffee?
 - Do you prefer to make your own coffee?
- Why do you drink coffee?
 - What other reasons?
 - What happens if you don't drink coffee?
 - What else? Why?
- Where do you purchase your coffee?
- How many coffees do you drink in a day?
 - At approximately what age did you start drinking coffee?
- At what point of the day do you typically drink coffee?
 - Why?
 - What do you do before you get coffee?
 - After?
- How do you drink your coffee? Ex. drink it fast, slow, while doing activities?
 - Why?
- What are the most important attributes of coffee?

- On average, how many times a month do you visit a coffee shop or cafe?
- How much do you usually spend when going out for a cup of coffee?
 - How much a week do you spend on average on coffee?
 - How do you feel about that amount?
 - Why?
- When you go to cafes do you have any other reasons to go besides getting coffee?
 - What else do purchase at places where you buy coffee?
 - Why?
- How do you feel about customizations?
 - How often do you customize your drinks?

Top-of-Mind Notes

Jessica:

Motivations: Buying coffee at a cafe, you get the most out of it through going for the atmosphere, experience, space, and coffee. Supporting small coffee shops will benefit the area.

Behaviors: They associate coffee as a ritual. It was a reward factor. Going to a coffee shop is okay if the experience is worth it.

Pain Points: There was something missing when she didn't get her coffee. It felt like something was missing and felt a little bit exhausted. Feeling bad about spending coffee (when going to a coffee shop).

Goals: Catch up with friends and support a small business while getting coffee.

Bianca:

Motivations: She feels like a very aesthetic person and be productive amongst others. To meet up with friends and enjoy her coffee.

Behaviors: She goes to cafes "20x a month" so a frequent cafe visitor. She purchases breakfast foods and is influenced by the cashier to purchase something extra.

Pain Points: Purchasing coffee adds up fast so she has to make sure she stays between her budget.

Goals: Try not to spend more than \$6 on a coffee. Try not to have coffee spending affect budgeting (\$30 a week budget overall).

Elaine:

Motivations: Make coffee at home so that it is more convenient and saves money that way. Coffee feels psychological: Become more creative and feels more awake after drinking coffee.

Behaviors: She feels more creative when drinking coffee. She likes to drink just coffee with minimal additions (she likes the taste of coffee). She doesn't get customizations unless prompted to do so. She typically does not go alone to work (mostly because of COVID).

Pain Points: When she really needs the pick-me-up of coffee, she ends up buying coffee at a coffee shop instead of making her own coffee (spends extra money).

Goals: Keep the coffee order minimal and stick to making it at home so that it saves money and time.