

Interview Guide: Post-Breakup Connection App

Problem Space:

People struggle to move on after breakups and don't have good tools to help them reconnect with others and rebuild their social lives.

Research Question:

"What helps people successfully move on after difficult life transitions and feel ready to connect with others again?"

Target Users:

- People who've experienced breakups (doesn't have to be recent)
- Ages 18-35
- Open to casual connections, friendships, activities

Hypotheses:

1. People feel isolated after breakups and struggle to rebuild social connections
 2. Existing dating apps feel too serious/intense for someone fresh out of a relationship
 3. People want activities and things to do, not just profiles to swipe
 4. There's a gap between wanting emotional support and wanting to meet new people
 5. The hardest part is taking the first step to put yourself back out there
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Interview Script

Introduction (2 min):

"Hey [Name], thanks for chatting with me. I'm working on understanding how people navigate tough transitions - like breakups, moving to new cities, losing close friendships - and how they rebuild their social lives after. This is just to learn about real experiences, not to pitch you anything. We'll chat for about 30-40 minutes and everything stays confidential. Sound good?"

Section 1: Life Transitions & Recovery (10 min)

Intent: Discover real experiences without directly asking about breakups

Open-ended questions:

- "Think back to a time when you went through a major life change - could be a breakup, moving somewhere new, losing a friend group, whatever. Tell me about the first few weeks after that happened. What was that like?"
- "Walk me through what you actually did during that time. How did you spend your days?"

Always ask why:

- "What made that period hard for you specifically?"
- "What did you try to make yourself feel better? How did that work out?"

Reflection:

- "So it sounds like [paraphrase what they said]. Did I get that right?"
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Section 2: Meeting New People (10 min)

Intent: Discover how they actually tried to reconnect

Real use cases:

- "Tell me about a time you tried to meet new people during or after that period. What happened?"
- "Walk me through the most recent time you used an app or went somewhere to meet people. What was that experience like?"

Journey - pain points:

- "What was frustrating about that?"
- "What part felt awkward or uncomfortable?"

Journey - joy points:

- "What actually worked? What made you feel good?"

Outcomes - bare minimum vs actual:

- "When you were trying to meet people, what would've counted as a win? Like bare minimum success?"
 - "How did it actually turn out?"
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Section 3: Current Solutions (10 min)

Intent: Understand what exists and why it doesn't work

Real use cases:

- "What do you currently use when you want to meet new people? Show me."
- "Tell me about the last time you opened [Tinder/Bumble/whatever they mentioned]. What were you looking for?"

Always ask why:

- "Why did you choose that app specifically?"
- "Why did you stop using it?" (if applicable)

Journey - pain points:

- "What's the most frustrating part about using these apps?"
- "What makes you want to delete them?"

Reflection:

- "So you're saying [paraphrase]. Is that the main issue or is there something else?"
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Section 4: What You Actually Want (5 min)

Intent: Discover what matters to them

Open-ended:

- "When you're in that space where you're ready to meet people again but everything feels weird - what do you actually want? Not what you think you should want, but what would genuinely help?"

Always ask why:

- "Why is that important to you?"
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Closing: Magic Wand (3 min)

"If you could wave a magic wand and create the perfect way to meet people and rebuild your social life after a tough transition, what would that look like? And why?"

Follow up:

- "Why would that work for you when other things haven't?"
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Thank You:

"This was super helpful, thank you. If anything else comes to mind later, feel free to reach out. I really appreciate you sharing all this."