Zachary Jackson

Lui, Feng

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Project 3: Interview Script & Reflection

Script: Setup

- **What contextual information do you hope to glean?**

The contextual information that I hope to glean from the interview with my client and his/her website, My NextLvl, is data gathered to provide context on what his/her target audience/users will be, the purpose of his/her website, and the goals for his/her website/ the users accessing his/her website.

- · **What is your objective for the interview?**

 The objective of the interview is to get familiar with who my client is, discuss any pros/ cons and possible issues with the creation of the website, learn about his/ her website and the product/service that it is promoting, and how I can help him/ her with the usability/ achieve her goals for the website.

- · **Where will you conduct the interview to do so?**

I would conduct the interview via Zoom (virtual) face to face conversations to be able to read each other's emotions.

- · **Make sure to note any additional setup steps your interview will require.**

Additional setup required for the interview will be:

Equipment:

- Laptop/Tablet, Mobile Phone, Chargers, Device camera with video capability, Microphone
- High-speed internet access
- Outlook Email
- Zoom application downloaded on phone or laptop/ computer (interview will be recorded)
- Note-taking tools
- A listening ear
- Written consent to have the interview recorded

Script: Intro & Participant Background

"Good (morning/afternoon/evening) I am studying software development at Mercer University. As you know, today we invite you for an interview so that we can learn more about your wants and needs for the app/ site. Our goal here today is to understand exactly what you want from the app/site. This includes the user interface (what a user sees and interacts with when

using this app), limitations some users may encounter, how to make the app easier to use, Contains information you may enter to record an app. , e.g. email address, insurance information, state-specific information, and more importantly, a place where you can rest assured with us retrieving this information about certain conditions."

Script: Main Interview Questions

1. When did you first come up with the idea of "My NextLvl"?

   a. What event caused you to come up with this idea?

2. When you first envisioned "My NextLvl", what did you have in mind?

3. Please describe your vision for "My NextLvl" in terms of users/targeted audience.

4. What is the most important goal/ objective you want this application to achieve?

5. How would you determine if your website was meeting your goals and objectives set in place for "My NextLvl"?

6. What would you like your users to gain from visiting "My NextLvl"?

7. Will some users have any restrictions while using this app/site?

8. What could we implement within the app/site to help with these restrictions?

9. What type of community do you hope to create with these users/targeted audience?

10. Are there any websites you are drawing inspiration from? Any websites you would like to model your website on?

11. What are the specifics likes and dislikes of that model website?

    a. How would you like those likes incorporated into your website?

Script: In Closing

"Thank you for taking the time to discuss your website "My NextLvl"! I would like to take this time to have an open discussion to discuss anything that we did not mention in the interview. We are partners in this endeavor and your opinions and input are greatly appreciated and respected. When we have finished with the discussion, I will end the recording and we can set up a follow-up meeting to review what we have compiled from this interview."

Reflection:

After watching the video, I feel like I learned more about how to conduct an interview. When I started this project, I never thought much about doing interviews. Before, I would always just be interviewed, so I didn't have to think about it. This project taught me how difficult the backside of an interview can be. Of course, know one likes being interviewed and it can be very stressful, but conducting an interview can be stressful as well.

Asking the right questions and keeping the interview as casual as possible can be difficult. As I watched the video, I realized I could have asked better questions. For example, what the target audience is, and does the application need a store? The interview was interesting, and so was this whole process. It puts into perspective just how much the person conducting the interview really has to do.