**Project Name**

**User Interview Discussion Guide**

*Date*

**Introduction Script**

Thank you so much for talking with me today. I’m \_\_\_\_ and I’m going to walk you through the session today. This is \_\_\_\_ who will observe in silence and help us take notes during our interview.

We are conducting a research to understand \_\_\_\_. I will ask you questions about your experience with \_\_\_\_, how you currently go about \_\_\_\_, any any challenges you experience in the process.

There are no right or wrong answers. We want to understand things from your perspective, so the more candid you are, the more helpful it is for our project.

If there’s any question you don’t understand, let me know and I will rephrase the question.

With your permission, we’re going to record what happens on the screen and our conversation. The recording will be used for research purpose only and it won’t be seen by anyone outside of the project team. Your answers will be kept confidential. Can I have your permission to record this call?

Great! Do you have any questions before we get started?

**Warm-up Questions**

* About how long have you been at your company/role?
* Can you tell us a little about yourself—what you do, hobbies, etc.?
* What does a typical weekday look like for you?
* Can you tell me why you started to use [product name]?

**Main Questions**

**Common question types**

1. **Story:** Tell me the last time you [experience].
2. **Actions:** How do you currently [accomplish a goal or task]?
3. **Demo:** Can you show me how you currently [accomplish a goal or task]?
4. **Explanation:** How would you describe this to your peers/ to someone who hasn't done this before?
5. **Problems:**Can you tell me a time when this didn’t work? What challenges did you experience in this process? What do you think can be improved about your experience with [task/ process/ product]?
6. **Inventory:**What are all your tasks relating to [topic]? What are all the different tools you used for [task/ topic]?
7. **Comparison:** What’s the difference between…? How does your way of doing this different from other people?
8. **Changes over time:** How were things different from when you did this the first time/ a year ago/ five years ago etc.? How has your approach changed over time?   What motivated this change?
9. **Relationship:** How do you work with [person]? Who else are involved in this process?
10. **Wishes:** If you have a magic wand to make this better for you, what would you change? If you have an assistant who can do anything for you, what would you keep doing and what would you delegate? If you could build your ideal experience, what would it be like?

**Question samples**

Objective: Identify opportunities in the online grocery shopping space

1. (Story) Can you tell me about the last time you buy grocery online?
2. (Actions) How do you plan your grocery shopping?
   * (Demo) Can you walk me through the tool you currently use for it?
3. (Comparison) How do you find the experience of buying grocery online compared to going to a supermarket?
4. (Problem) Can you tell me a times when you encounter problems with buying grocery online?
5. (Relationship) Is there anyone who help you with grocery shopping?

**Follow-up/ Probing questions**

* Tell me more about that.
* Can you give/show me an example?
* You mentioned [word/ phrase]. Can you help me understand that better?
* Why was that important to you?
* What make you think/say/feel so?
* What motivate you to ... in this situation?
* What other [scenarios/ tasks/ challenges] do you encounter?
* Who else is involved in this process?
* Do you always response [or do this] this way? What might make you respond [or do this] differently?

**Ending Script**

We will finish this session in a few minutes. Is there anything you’ve been thinking about that we haven’t talked about?

Do you have any questions for us?

Thank you so much for your time! It was really valuable for us to hear you talk about your experience. If we have any further questions, can I follow up with you by email?

Thanks again, and have a good rest of your day!

\* \* \*

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