

# Interview Script | Google Maps

Participant #1

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Research Goal (where we need to go)

We have been tasked with adding a feature to google maps that allows users to use the app not only for directions but as well as a fitness tracker, tracking runs and letting users know when they need to leave to get to work on time.

Research Objectives (how we will get there)

1. Uncover how users discover and explore fitness tracking.
2. Determine what information users are looking for to inform their decision.
3. Understand pain points users encounter when researching and picking an app.

Demographics

Age: 18+

Any gender

Mobile or web user

Fitness tracker/running app

## OPENING SCRIPT:

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in using Running apps.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. Could you tell me a little about yourself?
  - a. Occupational therapist
  - b. Hospital
  - c. 29
  - d. Female
2. How often would you say you run?
  - a. Once every other week

## MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
  - a. Tracking general activity
  - b. Tracking calories to make sure to stay active and to lose weight
4. What appeals to you when choosing a fitness tracker/running app?
  - a. User friendly- easy to use
  - b. Easy to navigate
5. What is your favorite thing about exercising?
  - a. The way it makes me feel
  - b. I feel less stress
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
  - a. 6
7. Do you prefer to run alone or with someone?
  - a. Both

## GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
  - a. To track progress and increase stamina, increase frequency
9. What features do you look for when tracking your run?
  - a. Steps
  - b. Heart rate
  - c. Variability
  - d. Time
  - e. Calories burned
10. How important is safety in a fitness tracker/running app to you?
  - a. Very important

11. What features do you use the most when tracking your activity?
  - a. steps

#### **PAIN POINTS:**

12. What frustrates you the most about the fitness tracker/running app that you use?
  - a. Inaccurate step count
  - b. Inaccurate data
13. What are some difficulties you encounter when using them, if any?
  - a. None

#### **DOING QUESTIONS:**

14. How often do you use your fitness tracker/running app?
  - a. daily
15. What feature do you enjoy/ use the most on the app?
  - a. The time you were active
  - b. calories
16. Do you prefer to share your activity or keep that information private?
  - a. Private
17. Do you have some go-to apps for tracking runs? If yes, why do you use them specifically?
  - a. Apple fitness
  - b. Myfitnesspal

#### **CLOSING STATEMENT:**

We are all done. Thank you for your time!This has really helped me for my project.

#### **POST-INTERVIEW QUESTION:**

18. How did you find this interview?
  - a. 10 out of 10

# Interview Script | Google Maps

Participant #2

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Research Goal (where we need to go)

We have been tasked with adding a feature to google maps that allows users to use the app not only for directions but as well as a fitness tracker, tracking runs and letting users know when they need to leave to get to work on time.

Research Objectives (how we will get there)

1. Uncover how users discover and explore fitness tracking.
2. Determine what information users are looking for to inform their decision.
3. Understand pain points users encounter when researching and picking an app.

Demographics

Age: 18+

Any gender

Mobile or web user

Fitness tracker/running app

## OPENING SCRIPT:

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in using Running apps.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. Could you tell me a little about yourself?
  - a. Teacher
  - b. 29
  - c. female
2. How often would you say you run?
  - a. Once a week

## MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
  - a. Check distance
  - b. Heart rate
  - c. Calories burned
4. What appeals to you when choosing a fitness tracker/running app?
  - a. Appealing to look at
  - b. Color specific
5. What is your favorite thing about running?
  - a. Makes me feel good
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
  - a. 7
7. Do you prefer to run alone or with someone?
  - a. alone

## GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
  - a. Set goals
9. What features do you look for when tracking your run?
  - a. Distance
  - b. Heart rate
  - c. time
10. How important is safety in a fitness tracker/running app to you?
  - a. 4 out of 10
11. What features do you use the most when tracking your activity?
  - a. distance

### **PAIN POINTS:**

12. What frustrates you the most about the fitness tracker/running app that you use?
  - a. When they talk to you 1 mile 2 mile
13. What are some difficulties you encounter when using them, if any?
  - a. Music interferes with app
  - b. Forgetting to turn it off

### **DOING QUESTIONS:**

14. How often do you use your fitness tracker/running app?
  - a. once / twice a week
15. What feature do you enjoy/ use the most on the app?
  - a. Keeps a record of time
  - b. Help keep goals
16. Do you prefer to share your activity or keep that information private?
  - a. private
17. Do you have some go-to apps for tracking runs? If yes, why do you use them specifically?
  - a. map my run

### **CLOSING STATEMENT:**

We are all done. Thank you for your time! This has really helped me for my project.

### **POST-INTERVIEW QUESTION:**

18. How did you find this interview?

# Interview Script | Google Maps

Participant #3

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Research Goal (where we need to go)

We have been tasked with adding a feature to google maps that allows users to use the app not only for directions but as well as a fitness tracker, tracking runs and letting users know when they need to leave to get to work on time.

Research Objectives (how we will get there)

1. Uncover how users discover and explore fitness tracking.
2. Determine what information users are looking for to inform their decision.
3. Understand pain points users encounter when researching and picking an app.

Demographics

Age: 18+

Any gender

Mobile or web user

Fitness tracker/running app

## OPENING SCRIPT:

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in using Running apps.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. Could you tell me a little about yourself?
  - a. Student/hairstylist
  - b. Female
  - c. 40
2. How often would you say you run?
  - a. 6 days a weeks

## MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
  - a. Monitor heart rate
  - b. Where are at calorie burning zone
4. What appeals to you when choosing a fitness tracker/running app?
  - a. Apple watch
  - b. Multi funcional
  - c. Dummy proof
5. What is your favorite thing about running?
  - a. Sweating
  - b. Staying healthy
  - c. Cardio health
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
  - a. 10
7. Do you prefer to run alone or with someone?
  - a. Group classes but doesn't have a buddy

## GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
  - a. Heart rate
9. What features do you look for when tracking your run?
  - a. Apple watch----
  - b. Simple
10. How important is safety in a fitness tracker/running app to you?
  - a. no
11. What features do you use the most when tracking your activity?



- a. Apple watch activity

#### PAIN POINTS:

- 12. What frustrates you the most about the fitness tracker/running app that you use?
  - a. None
  - b. No connection to heart rate
- 13. What are some difficulties you encounter when using them, if any?
  - a. none

#### DOING QUESTIONS:

- 14. How often do you use your fitness tracker/running app?
  - a. 6 days a week
- 15. What feature do you enjoy/ use the most on the app?
  - a. simplicity
- 16. Do you prefer to share your activity or keep that information private?
  - a. private
- 17. Do you have some go-to apps for tracking runs? If yes, why do you use them specifically?
  - a. Apple fitness

#### CLOSING STATEMENT:

We are all done. Thank you for your time! This has really helped me for my project.

#### POST-INTERVIEW QUESTION:

- 18. How did you find this interview?
  - a. Amazing

# Interview Script | Google Maps

Participant #4

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Research Goal (where we need to go)

We have been tasked with adding a feature to google maps that allows users to use the app not only for directions but as well as a fitness tracker, tracking runs and letting users know when they need to leave to get to work on time.

Research Objectives (how we will get there)

1. Uncover how users discover and explore fitness tracking.
2. Determine what information users are looking for to inform their decision.
3. Understand pain points users encounter when researching and picking an app.

Demographics

Age: 18+

Any gender

Mobile or web user

Fitness tracker/running app

## OPENING SCRIPT:

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in using Running apps.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. Could you tell me a little about yourself?
  - a. Paralegal
  - b. Female
  - c. 30
2. How often would you say you run?
  - a. 3-4 a week

### MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
  - a. Help track progress and accountability to reach goals
4. What appeals to you when choosing a fitness tracker/running app?
  - a. Ease of access
  - b. Simplicity
5. What is your favorite thing about running?
  - a. Its personal time
  - b. Exerts the energy and helps with stress
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
  - a. 7
7. Do you prefer to run alone or with someone?
  - a. alone

### GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
  - a. Consistent
  - b. Reach my goals above and beyond
9. What features do you look for when tracking your run?
  - a. Metrics
10. How important is safety in a fitness tracker/running app to you?
  - a. Very important
11. What features do you use the most when tracking your activity?
  - a. Time left in workout
  - b. Average pace
  - c. Distance

### **PAIN POINTS:**

12. What frustrates you the most about the fitness tracker/running app that you use?
  - a. Login in signing up and getting set up (technical aspects)
13. What are some difficulties you encounter when using them, if any?
  - a. Looking at it when working out
  - b. The updates it gives you something

### **DOING QUESTIONS:**

14. How often do you use your fitness tracker/running app?
  - a. 3-4 a week
15. What feature do you enjoy/ use the most on the app?
  - a. Beats per minute
  - b. Average pace
16. Do you prefer to share your activity or keep that information private?
  - a. private
17. Do you have some go-to apps for tracking runs? If yes, why do you use them specifically?
  - a. Nike
  - b. Run keeper

### **CLOSING STATEMENT:**

We are all done. Thank you for your time!This has really helped me for my project.

### **POST-INTERVIEW QUESTION:**

18. How did you find this interview?
  - a. Fantastic

# Interview Script | Google Maps

Participant #5

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Research Goal (where we need to go)

We have been tasked with adding a feature to google maps that allows users to use the app not only for directions but as well as a fitness tracker, tracking runs and letting users know when they need to leave to get to work on time.

Research Objectives (how we will get there)

1. Uncover how users discover and explore fitness tracking.
2. Determine what information users are looking for to inform their decision.
3. Understand pain points users encounter when researching and picking an app.

Demographics

Age: 18+

Any gender

Mobile or web user

Fitness tracker/running app

## OPENING SCRIPT:

Hi, \_\_\_\_\_. Thank you for agreeing to meet with me today for the interview. I am here to talk to you about your experience in using Running apps.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. There are no right or wrong answers to any of the questions. Do you have any questions or comments so far?

Before we begin, would it be okay if I record this session? It will only use it to make a detailed note of this interview. This interview will roughly take 45 minutes.

[if yes, begin recording]

## QUESTIONS

1. Could you tell me a little about yourself?
  - a. Female
  - b. 45
  - c. Director of HR
2. How often would you say you run?
  - a. 5 DAYS A WEEK

## MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
  - a. Tracking to my goals
  - b. Data nerd
4. What appeals to you when choosing a fitness tracker/running app?
  - a. Accuracy
  - b. Ease of use
  - c. Weather it will connect to other systems
5. What is your favorite thing about running?
  - a. Nothing but I like the way it makes me feel. Doing something good for myself
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
  - a. 9
7. Do you prefer to run alone or with someone?
  - a. Both

## GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
  - a. Tracking to goals
  - b. Seeing improvements
  - c. Active and resting heart rate
9. What features do you look for when tracking your run?
  - a. Be specific to activity
  - b. Length of time
  - c. Safety trackers
10. How important is safety in a fitness tracker/running app to you?

- a. Extremely
- 11. What features do you use the most when tracking your activity?
  - a. Set up milestones
  - b. Goals set during the day
  - c. Promote to continue to work throughout the day

#### PAIN POINTS:

- 12. What frustrates you the most about the fitness tracker/running app that you use?
  - a. Hate watches
  - b. Don't want to wear them
- 13. What are some difficulties you encounter when using them, if any?
  - a. Sweaty and rain it's hard to touch

#### DOING QUESTIONS:

- 14. How often do you use your fitness tracker/running app?
  - a. 5 days a week
- 15. What feature do you enjoy/ use the most on the app?
  - a. Heart rate
  - b. Gamification-
  - c. Prompt me to do things maybe i wouldn't do
- 16. Do you prefer to share your activity or keep that information private?
  - a. Don't share widely. But want to share with close friend
- 17. Do you have some go-to apps for tracking runs? If yes, why do you use them specifically?
  - a. Garment connect
  - b. Strava running
  - c. mapmyrun

#### CLOSING STATEMENT:

We are all done. Thank you for your time!This has really helped me for my project.

#### POST-INTERVIEW QUESTION:

- 18. How did you find this interview?
  - a. It was a good interview...very professional