

Interview Script | Google Maps

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?
2. How often would you say you run?

MOTIVATION QUESTIONS:

3. What is the purpose of using a fitness tracker/running app?
4. What appeals to you when choosing a fitness tracker/running app?
5. What is your favorite thing about running?
6. How important is tracking your run to you on a scale from 1 to 10 (1 being not so important)
7. Do you prefer to run alone or with someone?

GOALS/NEEDS QUESTIONS:

8. What is your goal when using a fitness tracker/running app?
9. What features do you look for when tracking your run?
10. How important is safety in a fitness tracker/running app to you?
11. What features do you use the most when tracking your activity?

PAIN POINTS:

12. What frustrates you the most about the fitness tracker/running app that you use?
13. What are some difficulties you encounter when using them, if any?

DOING QUESTIONS:

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

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?