

Interview Script | Highland Yoga

Introduction

First of all, thank you for taking the time to talk to us today. My name is Lauren and I am here to talk to you about your experience in using travel websites.

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?

Would it be OK with you for me to record this session for our note taking?

Let's get started!

[Record]

General Info

- Can you tell me a little bit about yourself?
- Age?
- Income range?
 - 0-20,000
 - 20,000-40,000
 - 40,000-60000
 - 60,000-100,00
 - Above 100,000
- Job/Career?

User Behavior

- What are the most important task you need to perform in using the highland yoga website [a fitness website]
- How would you describe your past and current experience with the highland yoga website
- How often do you use or see yourself using the highland yoga website?
- What devices do you typically use when visiting the highland website?

- Is there anything you often look for on the highland yoga website?
- Is there any way Highland Yoga's website isn't supporting your current needs
- IF you had a question regarding Highland Yoga do you know who to contact?
 - If yes-how do you know?
 - If no- how would you go about contacting someone?

Gather Opinion

- What do you see as the primary function of Highland Yogas ?
- What do you see as the primary function of Highland Yogas website?
- What do you like about the current website?
- What don't you like about the current website?

Goals

- What is your main goal when visiting the Highland yoga website
 - Do you have any secondary goals?
- What would prevent you from achieving your [set goal]?
- What improvements could be made to [set goal] easier or better?

Closing Question

- What haven't we asked you today that you think would be helpful for us to know?
- May I contact you if I have any other questions or for possible further research for this project?