

◆ Outsoul User Interview Guide ◆

Problem Statement

“What makes you decide to/ not to do Outdoor Adventure trips?”

Introduction

“Hi [participant’s name], thanks for taking the time to do this interview. My name is _____, and I’ll be conducting the interview today. We’re doing some research for a trip-booking website, some of the questions might be a little personal, and will concern your lifestyle. If you feel uncomfortable answering any of the questions, just let me know and we can skip it. I can’t tell you much about what we do or the exact reason we’re doing this research now, because it might affect the way you answer the questions. But I can definitely tell you after the interview is over. Do you have any questions so far? If you don’t mind, I would record the audio for this interview; it will only be used internally, for the purposes of this research.”

WARM-UP

1. What do you do for work?
2. What is your hobby?
3. What do you spend time on the most using the internet?

AWARENESS

1. What Outdoor Adventures (OA) do you do?
2. What was the last OA you did?
3. What inspired you to do the last trip?
4. Recall the last time you did an Outdoor Adventure, what did you like/**NOT** like about [users’ preferred activities]?
5. How did [users’ preferred activities] make you feel?
6. Can you recall a person/things that inspire you to do Outdoor Adventure?

PLANNING

1. Do you use any services (if any) to seek out outdoor or activity guides?
2. How long ago do you plan usually plan for your Outdoor Adventures
3. If there were any difficulties with this process, what are they and why?
4. When was the last time you did an Outdoor Adventure that required you to book a guide?
5. Are you currently planning an OA?
6. Can you walk us through a process of looking for a guide (give him the laptop)
7. What information do you need to know for [users’ preferred activities]?

DECIDING

1. What is the minimum information you need to choose to do a specific activity?
2. What are the things that would make you decide **NOT** to book an activity?
3. Do you usually make plans individually or do get together with friends before booking the event?
4. What were you thinking when you decided to book a guided trip?

BOOKING

1. Tell me about an experience (if there were any) where you went to find and booked an outdoor or activity guide.
2. How much time on average did you spend on booking a guide?
3. How many communications were usually involved in ?

EXECUTION (during the activity)

1. Once you book a guide, how does the communication work? Can you show us some communications (if there's one)
2. Have you ever had a bad experience with a guide?
3. Describe the best part of doing [blah]

POST-ACTIVITY

1. Do you share the activities you did anywhere?
2. Do you write reviews for guides?
3. Can you think of somebody we can speak to :)?