

User Research Script

Introduction

Hi _____! My name is Katie. Thanks for taking the time to talk with me today! I'm currently working on designing an app that will not only alleviate the stress of picking out gifts, but also help you to find the perfect one, by providing a curated experience with the support of a personal stylist. With that in mind, I'm conducting interviews to help me better understand how people, like yourself, approach gift giving when shopping online.

This should take less than 30 minutes, and please feel free to share any and all thoughts during this interview, there are no wrong answers! For your knowledge, I will be taking notes on my computer throughout our conversation to record your feedback.

Of course, if you have any questions, please let me know. But if there's nothing else I can clarify for you at the moment, then let's get started!

Interview questions

- To kick things off, why don't you tell me a little bit about yourself?
- What do you do day to day? What are your daily routines?
- What's your favorite item you've bought or received as a gift this year?
- If you could choose an app (any app) that you would say is one of your favorites, what would it be and why?
- When using a mobile website or app, what features or functionality are most important to you?
- When shopping online, how do you normally browse products?
- What do you think about chat functionality on a website or app?
- How do you normally keep track of upcoming events, such as birthdays and anniversaries?
 - Follow-up: What's worked well for you in terms of setting reminders?
- How would you describe yourself as a gift giver—your attitude towards gift giving?
- Where do you start when thinking about needing to give a gift? Are there any particular sites/apps that are your go to?
 - Follow-up: How much time do you normally spend searching for gifts?
- Have you found any particular frustrations or obstacles when shopping for gifts online?
- Any methods in particular you found helpful when shopping for gifts online?
- If shopping in a store, what's your normal routine?
 - Follow-up: What do you think about sales associates or stylists offering assistance?
- If you were to use a personal stylist to help search for gifts, what would you expect to happen?
 - Follow-up: How might this change your outlook on online browsing?
- How satisfied are you with gift guides or gift related content that brands, retailers and/or publications have put out?
 - Follow-up: What type of changes would you recommend?
- If you could choose one (or two) things to change about how you shop for gifts to make your life easier, what would that be?