

Interview plan

This is interview plan that will be conducted with old clients of Digital Farmers to understand what they value the most and what they dislike in the process of collecting information at the beginning of the design process.

My goal of that interview is to get qualitative data and get “into clients shoes”. Interview plan presented below is only to guide me through the interview at the beginning, however I hope to come to interesting insights during interview .

Since some concepts of the interactive form are already done, after the interview I would like conduct user test with the client and discover what are his opinions on that concept, comparing to his previous experience. Hence it will be divided in two parts: 1. actual interview, 2. user test of current prototype

Researcher	Interviewee	Website	Date

Part 1 - interview

R: Dear [client name], my name is Michal Maciejewski and this interview is conducted as part of mine graduation internship at the Hague University on User Experience Design Programme. Its aim is to understand what clients value the most and what they dislike in the process of collecting information at the beginning of the design process.

All the data collected will be anonymous and used only for university purposes. The interview should not take more than 30 minutes. Before we start, do you have more questions?

Client:

R: First of all I would like to learn what kind of entrepreneur are you? What is your story?

Client:

R: Before we start discovering your opinions about the process of collecting information from clients I would like to learn how this process looked with your project? (Digital Farmers process changed a lot).

Client:

R: I assume when you start new project there is a lot of emotions going on. Decision to let someone create your website is also a big decision. Many people don't know exactly how web-design process look like. When you were approaching our agency what were you feelings? What were your doubts, uncertainties or something you really wanted to ask?

Client:

R: Now when your website is ready and looking good, if you would go back in time , what would you improve in that process? And what would you take out completely of that process?

Client:

R: When you got in touch with Digital Farmers did you know exactly what you needed in terms of services? Think of website and all that is connected to it like: logo, social media, branding etc.

Client:

R: How important is for you to talk with person from design agency in person?

Client:

R: Very often designers conduct so called Design Thinking techniques with clients in order to understand their goals, target group etc. I prepared for you one technique called MoSCoW. Its aim is to prioritize requirements for the website. I have with me special sheet and post-its that we will use for it.

Now I would like you to imagine you don't have a website yet and we want to find out what your website should and should not have. On the MoSCoW sheet you will find 4 columns:

M - for must-have, this is something you believe is complete must for your website and without it website won't make sense.

S - stands for should-have. Something that your website should have, which would delight your users.

C - stands for could-have. Something that would be nice to have on the website if there is time for it but it's not a priority.

W - for won't-have. Something that you don't want to have on the website because it would be bad for your business.

M must-have	S should-have	C could-have	W won't-have

MOSCOW session - 5 minutes

R: Now when we are after the MOSCOW session I would like to ask you how you experienced this method? How much easier or harder it was for you to share your requirements with that method comparing to the original process?

Client:

R: To understand what features clients value in the process of collecting information I prepared list of features. For each feature I would like to ask you two questions:

- How would you feel if process included (feature)?
- How would you feel if process did not include (feature)?

To answer these questions you can use 5 phrases:

- a) I would enjoy it
- b) I expect it
- c) I am neutral (or I don't care)
- d) I would dislike it, but I can tolerate it
- e) I would dislike it, and I wouldn't use the product because of it

KANO method survey - 5-10 minutes

R: Thank you for your time in answering these questions. Before we go to the next step of that session I would like to ask if there is something you would like to share

regarding process of collecting information at the beginning of the design process. Something I forgot about or something you really want to share?

Client:

Part 2 - user test

R: Since the time the website for you was made the process of collecting information from clients in Digital Farmers changed a lot. Currently we developed a special form which aim is to understand general needs and goals of client.

I would like to ask you to fill in this form the same as you would fill it when you didn't have website. After you complete that task I would like to ask you couple questions about that. Is all clear?

User test - 5 minutes

R: How would you compare that concept to your previous process of collecting information?

Follow ups: Was it easier? What was surprising for you(positively)? What was disappointing? Do you have some ideas for improvement from client perspective?

Appendix 1 - Kano Analysis

Questions:

Question 1: How would you feel if process included (feature)?

Question 2: How would you feel if process did not include (feature)?

Answers:

- a) I would enjoy it
- b) I expect it
- c) I am neutral (or I don't care)
- d) I would dislike it, but I can tolerate it
- e) I would dislike it, and I wouldn't use the product because of it

Feature	Answer 1 (if included)	Answer 2 (if didn't include)	Additional note
Live video support			
Advise on selecting services			
Fixed price for each service			
General budget for whole project			
Pre-payment for project? (for example 50% of project's price)			
Meeting in person			

Creative technique? (like MoSCoW conducted during that interview)			
Live chat support			
Manual selection of services (like logo, SEO etc.)			
Specifying number of pages you need (and let the agency decide it for you.)			
Creative session with designer to improve your website's design together.			