

Transportation - Interview guide

I. Setup

The **purpose of this interview** is to find out more about the participant's transportation experience and to identify some opportunities for a redesign. To do so, this interview will look for:

- The means of transport used.
- The goals and contexts of its use.
- The criterion that play a role in the choice of a means of transport.
- The usual behavior of the participant when he travels.
- The participant's needs and frustrations.

The participant will be **interviewed at home**, in a quiet and convenient to dialog environment. It will avoid all the potential sources of distraction the participant can encounter in a train station or when he/she drives.

The interview will be **recorded with a smartphone**.

II. Introduction & Participant background

Good afternoon and thank you for participating.

My name is Esther, I am a student of the Interaction Design's course on Coursera. I will be conducting this interview.

I am going to ask you general question about the way you get around. The purpose of this interview is to understand your behavior, thoughts and feelings towards transportation in order to hopefully improve transportation experience.

Feel free to speak your mind. We are not evaluating you in any way. There are no right or wrong answers here. The goal of this interview is to understand how you get around.

This interview will be recorded so that I can listen it again later and make sure we get everything right. Your name won't be given to any third party and this interview will be only used for the purpose of this Coursera course.

The interview will be lasting before 15 and 30 mins.

Do you have any questions before we begin?

III. Interview questions

Overview & context

1. To begin, could you please shortly introduce yourself (job, family, interest centers)?
2. What are your main and secondary means of transport? How often did you take each of your means of transport this last month?
3. What do you use each of them for?
4. How long did you spend in transportation this last week?

Motivations & means of transport expectations

5. Why do you favor [main means of transport] instead of the other?
6. Remember the last time you went to a new place to far to go by walk. Could you describe me how did you choose your means of transport? On what criteria do you took your decision (ex.: quickness, comfort, cost, eco-friendly of the means of transport)?

Transportation experience: positive and negative aspects

7. How did you spend your time during your travel this last week? Do you listen to music, read if you are in public transports, etc.?
8. What kind of tools or objects do you use during your transportation (ex.: GPS, traffic information system, multimedia device, etc.)? Why do you use them?
9. Could you tell me your best transportation experience? What did make it great?
10. This last week, what things frustrated you during your transportation?

IV. In closing

11. Imagine you could invent any methods or tools to improve your transportation experience, what would it be? (ex. : park assist system)
12. Do you have anything else you would like to share?
13. Thank you for participating to this interview.

V. The interview

Interview's audio record

Interview's audio record link : <https://soundcloud.com/user-888547771/transportation-interview-coursera>

Reflection

During this exercise, I realized I was in need of a **structure to help me not to forget an important aspect** in the interview. I ending up listing all information a user research method look for: use context, goals, taks and habits, motivations, needs, pain points, etc. In hindsight, I think this was a great help to create my questions and I will using it again.

But I realized that even if your **questions** are well written, the participant **doesn't always follow** them. Indeed, my participant often generalized even if I specifically asked to consider only a recent period of time. I understood at the end of the interview it was important to insist on it in order to have better stories.

Finally, I would **change my question about the best transportation experience** if I had to do the interview again. Indeed, the scale was inequal between the positive aspects and the negative ones. The first considered all the experiences in a life time when the second considered only the ones during the last week.