

# In-context interview guide

## AD411 Graphic Design Practicum

### Spring 2006

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#### The instructions:

**Be charming (i.e. engaged and interested in what the person is saying at all times.)**

Hi, my name is \_\_\_\_\_. I am a graphic design student at the University of Illinois at Chicago. As part of a class assignment, we are interviewing people about (1) what they think about emergencies and evacuations (what kinds are there, which have they been through), (2) what they do during emergencies and evacuations (real and imagined reactions), and (3) what tools they used to help them in emergencies and evacuations.

The interview will take approximately 1.5 to 2 hours. I will ask you questions about (1) yourself, (2) your disability, (3) what you think is an emergency (4) what kinds of emergencies you have had and what you did, and (5) a few wrap up questions. Any questions?

Before we begin, I want you to know that this is one of those rare moments when everything you say is right. The answer you give me IS the right answer. Are you ready to begin?

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#### The questions:

##### About you

1. What is your first name?
2. What is your age?
3. Are you married? How many kids do you have, if any?
4. What kinds of schooling have you had?
5. What ethnic group do you feel you belong to?
6. What languages do you speak?
7. Where do you live? In what kind of building (high rise, apt. or house)?
8. How would you describe your neighborhood?
9. Where do you work? In what kind of building (high rise, apt. or house)?
10. How would you describe your job?
11. What do you do for fun?
12. If you were to tell someone about what kind of person you are, what 5 words would you use? Why?

##### About disabilities (if relevant)

1. Do you have any disabilities?
2. If yes, what kind? (trouble seeing or blind, difficulty moving around, hearing?)
3. Are you married? How many kids do you have, if any?
4. What do you use to help you (see, move around, hear, etc.)? *Have them show it to you and take picture.*
5. What are the biggest difficulties you have in terms of living with your disability?
6. What could be done to help make it better for you? Who should do it?

### **About emergency and evacuation**

1. What, in your own words, is an emergency? What is an evacuation?
2. What do you think are major emergencies? Can you provide us examples?
3. What do you think are minor emergencies? Can you provide us examples?
4. What kind of plans do you have in case of an emergency at home? What do you use in those plans? *If possible, try to get them to show you.*
5. What kind of plans do you have in case of an emergency at work? What do you use in those plans? *If possible, try to get them to show you.*
6. What kind of plans do you have in case of an emergency at while in car or transit? What do you use in those plans? *If possible, try to get them to show you.*
7. We have cards with pictures of twelve emergency situations. We want you to do three things with these cards:
  - a. Tell me what you think each of these situations is. (Ex. What is severe cold?)
  - b. Rank from top to bottom, the situations that you would find most scary to personally go through. Tell me why.
  - c. Take out the cards that are emergency situations that you have faced.

### **About emergency and evacuation situations you have faced (per each card)**

1. Tell me in detail what kind of an emergency you had.
2. How long ago did it happen?
3. Where did it happen? *Make sure that you get specifics.*
4. Who else was involved, if anyone?
5. How did you first know it was an emergency? What were you doing at the time? How long did it take you became aware of what was going on?
6. Once you knew, what was the first thing that you did? What next?
7. If you spoke to anyone, what did you say and how did you say it?
8. What things did you use around you to help you in the emergency? *If possible, try to get them to show you.*
9. Which ones were the most useful in the emergency? Why?
10. What things were not useful in the emergency, but you thought they would be? Why not? *If possible, try to get them to show you.*
11. What things did you wish you had to help you in the emergency but did not have? *If possible, try to get them to show you.*

### **Wrap up**

1. What are the key three thoughts that I should take away from my talk with you about emergencies?
2. Is there anything that we have not addressed that you feel I should know?

# **ZALES INTERVIEW GUIDE**

**September 22, 2006**

# Zales Personal Style Selector Research Goals and Objectives

## Research Goal

Understand how men and women approach the jewelry purchasing process, the relationship between jewelry and the perception of personal style, and which web features and functions will enhance the experience of jewelry shopping.

Use this understanding to develop interactive and engaging digital solutions that strengthens the connection between the online and in-store experiences of the Zales brand, drives conversion, and creates user delight.

## Research Objectives

- 1** *Understand the meaning of jewelry as a conveyer of personal style(s)*

**Rationale:** As a gift object of adornment (for others as well as self), jewelry's role in human society is symbolic. Understanding how jewelry symbolically functions as a conveyer of personal style for men and women informs our definition of "personal style" upon which to base the style selector.
- 2** *Understand how people would classify different types of jewelry within specific categories of style*

**Rationale:** Eliciting people's own classification schemas will ensure that the style categories are intuitive and thus the jewelry easy to find.
- 3** *Understand people's historical jewelry purchasing and/or receiving experiences.*

**Rationale:** People's expectations of their current and future jewelry purchases/gifts are set by their past history. Understanding the history of jewelry purchases set the baseline for enhancing the current experience.
- 4** *Understand the interactive features and functions that users expect from a jewelry website and use this as a basis by which to exceed their expectations.*

**Rationale:** One of the key components of the prioritization process is knowing what is desirable to the user from a feature/functionality perspective.

## Interview and Exercise Guide

### I. About You

Purpose: To warm up the participant, get them comfortable and open. To gather information to help interpret his or her responses.

Instructions: Engage the participant in a conversation addressing the following questions. Keep the questions open ended, but also be mindful of the time and gently lead them to the next question when they stray too far.

1. What is your name? Age?
2. Marital and family status? How long? How many?
3. What do you do for a living?
4. What are some activities that you participate in? With whom do you do these activities?
5. Tell us the story of what you did this past Saturday:
6. Tell us the story of what you did today:
7. What do you like about yourself? What would you change?
8. What is most important to you in life?
9. What keeps you awake at night?
10. What possessions can you not live without?

### II. About Style (Jewelry/style inventory)

Purpose: Understand people's approach to jewelry as a symbol of personal style

Instructions: Ask the participant to give you a tour of where they keep the jewelry they have purchased and/or received. Notice the environment in which the participant keeps the jewelry. Ask them to select 10-15 pieces of jewelry and/or clothing (if limited jewelry) that they think best represents their style and/or the style of their partner/spouse. Photograph the jewelry with the Polaroid camera and the digital camera.

If the participant is a gift giver whose jewelry purchases are not in the home, ask them to collect images of their partners, spouses, family, etc. who are wearing jewelry that they have purchased.

Questions to ask about the participant's style:

1. What does having jewelry mean to you?
2. What do you consider your style? If you had five words to describe your style, what would they be? One word?
3. How has your style changed over the past 5 to 10 years?
4. How do the pieces of jewelry that you possess reflect your style? Which ones most close to your style? Which ones are farthest away?
5. What do you like about your style? What would you change?
6. What makes your style distinct from other people's?

Questions to ask about the other people's style:

1. Who are the primary people for whom you buy jewelry?
2. What does having jewelry mean to this person?
3. What do you consider to be his or her style? If you had five words to describe his or her style, what would it be? One word?
4. How has his or her style changed over the past 5 to 10 years?
5. How do the pieces of jewelry that he or she possess reflect his or her style? Which ones most close to his or her style? Which ones are farthest away?
6. What do you like about their style? What would you change?
7. What makes his or her style distinct from other people's?

## IV. Card Sorting Exercise

Purpose: To understand how people classify jewelry under different style categories.

Instructions:

1. Have the participant create an index card with the name of the participant, his or her style, and 5 characteristics of that style. Have the participant describe 3-4 men and 3-4 women in their lives whom they think has distinct personal styles. (These can be the same people as from the discussion on style.) Ask them to provide 5 characteristics that define that person's style. Ask them to provide a name for that person's style. Mark name of person, characteristics, and name of style on index card.
2. Take the 100 cards plus the 10 images of their own or given jewelry and sort them according to which person and his or her style you would select the jewelry for. [Note: Probe on why or why not they are placing cards in those categories.] Capture results and comments in booklet.

## III. About your jewelry purchase/receiving history

Purpose: Understand the person's expectations for the jewelry purchasing/receiving process based on their past experiences in order to create a more optimized future experience

Instructions: Engage the participant in a conversation addressing the following questions. Keep the questions open ended, but also be mindful of the time and gently lead them to the next question when they stray too far.

1. How many pieces of jewelry do you buy per year? How much do you spend on average on jewelry per year?
2. What was the first piece of jewelry you ever bought? Who was it for? What was the reason you purchased it? Where did you buy it?
3. If you were to create a timeline of your 10 jewelry images, what would be the date, trigger, and location for these purchases?

Timeline 1: Have the participant sort the images in a timeline

4. Describe for me the most recent time that you purchased jewelry:

Timeline 2: Have participant draw a time line starting with he/she were first thinking about acquiring a jewelry piece or pieces through any modifications or up until now.

5. What did you buy?
6. From where did you buy it?
7. Why did you decide that needed/wanted to buy jewelry?
8. Was the jewelry intended for you or someone else?
9. What did you expect to accomplish by purchasing the jewelry?
10. To what extent did things turn out as you originally intended?
11. What was the first thing you did when you decided you wanted to buy jewelry?
12. Who or what would you consider to be the main influences on your purchase decision?
13. Who did you have contact with during the decision making/purchase process?
14. What information or service did they provide?
15. What information sources did you use? How did you use them?
16. Did you use the Internet? Talk about your experience using that medium.
17. What was the benefit/drawback of using these information sources?
18. What aspects of the purchasing process did you like? Dislike?

19. What problems did you have in purchasing the jewelry? Were you able to work around them? How?

## V. WebTour of Jewelry Sites as well as product visualization tools

Purpose: Understand how people use jewelry selector websites as well as interactive websites that help visualize products

Instructions: Ask the participant to give us a tour through several examples of online jewelry and interactive sources that they access. Assess the the "computer landscape": Is it covered with post-its? Do they share it with anyone else in the office? Is it mobile? Is it sync-ed to other digital devices such as PDAs, cell phones, video cameras?

*In general:*

1. Will you show us your bookmarks?
2. Besides email, what do you use the Internet for?
3. What is your favorite website for shopping? What do you like about it?
4. Which website(s) do you consider to be the most engaging, fun, and allows you to do a lot of manipulative things with it? What do you like about it?
5. Which website(s) do you consider the best at showing you what a product looks like (either on a person or in its environment of use)?
6. How (from whom/where) do you generally learn about new sites?
7. During the past six to twelve months, have there been any notable changes in your expectations of what makes a good online shopping website?
8. What would you like to be able to access/accomplish online that you cannot/do not have?

*Jewelry Site #1 (Taken from screener) \_\_\_\_\_*

1. What kind of information do/would you access on this site? How often do/would you access it and what would usually prompts you?
2. What would make this shopping site better for you than other similar sites?
3. Walk us through the features of the site you like (explaining how and why you use it) and a site you don't like (explaining what you don't like and why).
4. What would you like to accomplish/access on this site that you currently cannot? How do/would you accomplish/access it now?

*Zales.com (Allow the participant to spend a few minutes exploring the site)*

1. What kind of information do/would you access on this site? How often do/would you access it and what would usually prompts you?
2. What would make this shopping site better for you than other similar sites?
3. Walk us through the features of the site you like (explaining how and why you use it) and a site you don't like (explaining what you don't like and why).
4. What would you like to accomplish/access on this site that you currently cannot? How do/would you accomplish/access it now?

*Landsend.com*

1. What kind of information do/would you access on this site? How often do/would you access it and what would usually prompts you?
2. What would make this shopping site better for you than other similar sites?
3. Walk us through the features of the site you like (explaining how and why you use it) and a site you don't like (explaining what you don't like and why).
4. What would you like to accomplish/access on this site that you currently cannot? How do/would you accomplish/access it now?

## VI. Wrap Up

1. If there were three key take aways from our discussion today, what would they be?
2. What are one or two things that I should know about you as a person?
3. Do you have any questions for me?