Interview Guide

Introduction

Thank you for participating in this interview. As I explained earlier, we are really interested in how people use video streaming, and talking with you helps us to understand that better. So, we really appreciate you taking the time to talk with us.

In this interview, I want to focus on your experience with video streaming; so, of course, there are no right or wrong answers. It also means you are more than welcome to tell us if there is something that needs to be improved.

The interview should take no more than an hour, depending on how much we talk. And just to get the formalities out of the way, I want to tell you that this interview is voluntary and that you can opt out at any time for any reason. I also want to tell you that everything you say is anonymized; so, if I share some quotes from the interview with my colleagues, they will not know who said them.

Finally, I want to ask if I can record the audio from our interview? I'm not going to share the recording with anyone. It's just that it will help me to focus on what you are saying if I don't have to take all my notes while we are talking. You have my guarantee that I will delete the recording when I am done taking notes.

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This is an example of an interview guide for an interview about video streaming. The goal of the interview is to provide insights into a design project, redesigning an app from a paid video streaming service. The focus is on opportunities for new features. Research questions of interest are:

How do people use video streaming services?

What constitutes a good/bad experience?

What motivates people to use video streaming? (What makes video streaming relevant? What are the key features?)

What problems do people experience when using video streaming?

The people who participate in the interview have been recruited because they use video streaming to watch movies or TV.

The interview is semi-structured, so the order and phrasing of questions will most likely change during the interview. Normally, we ask far fewer questions than we have prepared, because we get answers through other questions or through follow-up questions.

How do the participants use video streaming?

- Okay, so, first of all: Can you start by telling me which types of video streaming you use?

  - Do you use any video streaming services?

- Tell me about the last time you used video streaming.

  - When was it?

    - What motivated you to watch something via video streaming?

    - What was the situation? (A social event, relaxing on the sofa, something to watch while eating, thinking about something else, etc.)

  - Where was it?

  - What did you watch?

  - How did you decide what to watch?

  - Was it easy/fun/difficult/etc. to decide what to watch?

  - Were there any problems with the playback of the video?

  - What did you use to watch the video?

  - How often do you watch videos – that is, TV, movies, or the like?

  - Is that mostly Flow TV/regular TV or video streaming?

  - Tell me about the last time you watched TV.

    - What happened?

The first, introductory question should be concrete and easy to answer; so, here, we asked a factual question.

This question uses the concrete experience method – making it easier for participants to recall various details.

We will not ask all of these follow-up questions; they are different options for follow-up questions that serve as a reminder of what you are interested in understanding.

We could have asked this question in a survey, but asking it in the interview gives us the opportunity to ask further questions about video streaming vs Flow TV.

We start by introducing the term "Flow TV", but we also offer an alternative term that might be more familiar to the participant – just to be sure we are talking about the same thing. For the rest of the interview, we follow the participant's terminology when we talk about "Flow TV" – even if we have written something else in the interview guide.

- What devices do you normally use for streaming videos?

    - Do you also use other devices?

    - Can you give me an example of when you typically use [X] device?

    - What decides which device you choose to watch videos on?

Positive experiences with video streaming

- Can you tell me about the last time you watched video as a social activity, together with someone else?

    - Is watching videos mostly something you do on your own or with other people?

    - Is there a difference between the situations where you watch on your own or with other people?

- Can you tell me about the last time you had a really good time watching movies or TV?

    - What about the experience made it particularly positive?

Problems with video streaming

- Can you tell me about the last time you had a negative experience with video streaming? (E.g., trouble finding something; you couldn't get something to work; you couldn't agree on what to watch; you watched bad content)

    - What happened?

This question uses the critical incident technique.

It's kept open on purpose, so that participants can answer anything they think of, but we have also put examples in parentheses so that we can provide them if asked.

This question can lead in many different directions, so it's difficult to know which of the questions below will need to be asked.

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- Do you sometimes have trouble figuring out how to use [insert video streaming service] or is it easy?

  - What kind of problems do you have?

  - Can you tell me about the last time you had problems?

- Do you sometimes have trouble finding something to watch?

  - Can you tell me about the last time you had problems?

  - What do you do when you can't find something?

Wrap-up

- I think I have asked all the questions I could think of. Do you have anything to add that you feel we have not covered?

Then I just want to thank you so much for talking to me. Learning about how you use video streaming will really help us understand how to create the best possible video streaming service.

If you think of anything else or you have any questions, you are more than welcome to get in touch. I also want to ask if we can contact you again if we think of other questions or if something is unclear. Is that all right?

We ask a question that can almost be answered with a "yes" or "no" answer, because we don't want to assume that the participants are having problems. If they confirm their status, we then go into the follow-up questions.

As with the introduction, you don't read this ad verbum. Try to personalize it based on what your participant has told you during the last hour or so.

This is a pretty short interview guide. One reason is that the interview is exploratory, so the direction of the questions will follow the participants' answers to a large extent. Another reason is that the interview is only planned to last for an hour. If you have arranged for a specific time frame with your participant, try to stick to it as much as possible.

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