

USER INTERVIEW: EXPERT APP

INTRODUCTION

Hi, _____. My name is Lai Fu. Our goal is to create a simple and intuitive app called Expert. It will enable anyone to instantly chat with an expert everywhere in any field. In this interview, I would like to learn more about you and your experience of obtaining an advice or a guidance from a professional. This interview will consist 14 questions and it will take about 30 minutes.

The first thing I want to make clear is that this is not a test. You won't do or say anything wrong here. Please feel free to ask if you have any questions as we go along and also feel free to let me know if you need to take a rest at any point.

Further, I will be recording this interview to help me concentrate on our conversation and analyze the results afterward. If you agree, please sign up this recording consent form.

So far, do you have any questions?

QUESTIONS

1. Could you tell me a bit about yourself? (e.g. age, profession, how many people you live with, etc)
2. In our daily life, we all struggle with some problems sometimes. In your situation, what kind of field do you encounter a problem more often? (e.g. technology, tax advice, mortgage advice, house maintenance, etc.)
3. What kind of approach would you prefer to go with first when you face a problem? Why?
4. Until what kind of situation will motivate you to start seeking for help from others?
5. In your experience, when was the last time you paid for an expert service to ask for help? And what kind of problem it was?
6. How did you find the expert and decide which expert to hire? (e.g. browsing a service provider website, recommended by your family/friends/colleagues, etc.)
7. How long did the whole process take? (From searching to reaching out to an expert.) How did you feel about it?
8. What are your favorite features while using this platform/website? Why?
9. Continuation with Q8, what are the features that you didn't like? Why?
10. What's the most important feature for you while using a platform to ask for help? Why?
11. How do you feel if there's a website that offers a Q&A guideline (which is a step-by-step guides for the users to know how to solve common issues.)?
12. How long would you expect to get a response from an expert?
13. What kind of approach would you prefer when communicating with an expert? (e.g. by email, instant chat, phone call, etc.) Why?
14. What kind of pricing model would you prefer? (e.g. monthly membership subscription, one-time fixed price on the go, pay by hour, etc.) Why?

Recording consent form

Thank you for participating in this interview.

We will be recording your session to help me concentrate on our conversation and analyze the results afterward.

Please read the statement below and sign where indicated.

I understand that my interview session will be recorded.

I grant Lai Fu permission to use this recording for internal use only, for the purpose of improving the Expert app.

Signature: _____

Date: _____