



Test name - Participant's name

Interviewer: X
Interview Date: X

Participant details

Country: X
Vertical: X
Department: X
Role: X
Size: X
Revenue: X
Customer persona: X

Interview Script

Recording Consent

1. *Start Recording the session*
2. We want to do things the right way and get your consent to be able to record this session so that my colleagues and I can go over it again later and take down notes.

This will allow us to look into improving your experience and our product.

Your recording will be deleted within 4 months. You can also withdraw your consent at any point and we will delete the recording. Are you ok with this?

- ANSWER YES - *Continue Recording*
- ANSWER NO - *Stop Recording*

Introduction

1. To give you some context:
 - We're working on [*Interviewer describe project*].
 - This call is part of an exercise we're conducting to collect qualitative feedback. So thanks for helping us out with this!
2. Now before we jump onto the questions we've prepared for this call:
 - I think it would be great if we get to know each other a bit with some quick introductions.
 - I'll go ahead and kick things off
3. *Interviewer give your Name and explain your Role*
4. What business are you in and what does your role consist of?
 -
5. For statistical reasons, what's the size of the business in terms of employees and revenue?
 -

Setup

1. Please open up your [insert software name] and then navigate to [*Interviewer give instructions*]. From there I'll ask you a few questions.
2. Now would it be possible to kindly share your screen so that I can see you using Hotjar?
 - You can do that from the green button on Zoom.
 - Feel free to take your time to close any windows or tabs as you wish before sharing.
3. Thanks for sharing. Before we start I just wanted to let you know to:
 - I'll lay out some tasks for you, with some follow up questions, but I'll also remain silent at some points so as not to bias you, but feel free to voice your thoughts and the steps you're taking as it helps to understand how you're interpreting the screen better.
4. Sound good? Great, so let's get started.

Test

1. Context:

- [*Interviewer describe context. E.g. "say you are running an online store, selling shoes, and you want to ask your recent customers about their purchasing experience."*]

2. Task 1:

- Using [software], how would you go about doing that?

Notes	Look out for
<ul style="list-style-type: none">● Notes here.	<ul style="list-style-type: none">● Did they use the expected functionality?● Did they find what we expected them to find?● Did they understand what actions they could take?

3. Task 1b (if they did not succeed task 1):

- How would you attempt to get help to resolve this situation?

Notes	Look out for
<ul style="list-style-type: none"> Notes here. 	<ul style="list-style-type: none"> Can they find a 'help' section? Will they do it themselves? Who will they ask? What's the process?

4. Task 2:

- *[Interviewer describe task 2]*

Notes	Look out for
<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

5. Task 3:

- *[Interviewer describe task 3]*

Notes	Look out for
<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> etc.

Thanks so much for your time!