

Interview Guide

Introduction

Hello, my name's [moderator], and I'll be leading today's session. As I mentioned over email, I'm part of a team at GSA that is aiming to improve the digital experience for people who work with and interact with GSA. Right now, we are partnering with [program name] to understand [research goals]. Joining us on the call are [observers, and their affiliation].

I want to start by thanking you for making the time to speak with us today. Your feedback will be helpful to inform our team's direction going forward. Just to confirm, we'd like to keep this session to [duration; under an hour]. Does that still work for you?

Great. If you need a break or to stop at any time, just let me know.

During this session, I'll ask you a few questions about your experience using / with [topic] to understand what's working, what's not working, and what could be useful in the future. I may also ask you to share your screen to walk us through any tools you use to support the process.

There are no wrong answers for today's session. We are here to learn from you and want to hear about both your positive and negative experiences. Our goal is to learn about how things work today to see if there are any areas for improvements. If you have any questions as we go along, feel free to ask them.

[If not recording] We'll be capturing notes during the session to help us remember everything you say accurately and to help inspire us throughout the project. These notes will only be shared with our immediate team and will not be attributable to you in any way. Please let me know though if there's anything you want to share with us that you don't want written down.

[Optional, only if recording] With your permission, I'd like to record this session. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except people on our immediate project team. Recording this call also helps me, because it makes sure that we capture everything that you say accurately. Is that okay?

Great. How does this all sound? Do you have questions or concerns I can answer before we get started?

Warm up

To start, I'd like to learn a little more about you. What's your background? How did you get into this type of work? What motivates you in what you do?

Interview Questions

Thanks for that context. Now, I'd like to ask you a few questions about [topic]. If you had to explain this in the simplest terms possible, how would you do it?

How does [topic] tie back to your goals in doing your work?

What do you do when you have questions about [topic]?

What's one thing you wish were more straightforward about [topic]?

Demo

When was the last time you did [task]? Tell me more.

Do you mind sharing your screen? [...] You can do that by clicking the box with the arrow pointing up in the bottom bar of our video chat. Before you share, make sure to close anything you don't want recorded.

Can you show me how you do [task]?

Wrap up

If you had a magic wand and could wish for anything related to your work in this process, what would it be? And why?

Before we finish, is there anything else you'd like to share with us? Anything that we didn't ask you that you'd like to share?

Would you be open to speaking with us again in the future?

Is there anyone else we should reach out to and talk to?

Thank you so much for your time!