



BUSINESS IQ USER INTERVIEW SCRIPT

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Project Approach

Product design will conduct brief interviews with current customers to gather feedback on common problem areas of the application, as well as some discovery for future enhancements and features for next frontier.

Research Goals

1. Record existing usage of BIQ to discover common problem areas.
2. Present future concepts to gauge usability for new navigation workflow
3. Gauge their interest in future beta or demo opportunities

Audience(s)

BIQ customers who use BIQ regularly, and have expressed willingness to be contacted for research

Moderator's Guide

CLICK RECORD IN WEBEX and **iPhone Voice Memo**

Hello {First Name},

Thank you for taking time to talk with me today. My name is Casey and I'm on the UX Design team in BIQ.

Our team is responsible for the overall experience for Business IQ, as well as the design direction for the new BIQ application.

Also joining me on the call is _____.

Our goal in talking to you today is to better understand any challenges you have when using BIQ, and also to gather your honest feedback about product updates.

I'll be asking you some questions, and want to let you know that we are not testing you. **There are no right or wrong answers.** We want to understand better the customer experiences so we can make product design decisions going forward.

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To make sure I capture all of your feedback accurately I'd like to record this session, is that ok with you?

(wait for yes)

Great, thanks.

Let's get started...

Background

When was the last time you used Business IQ?

What is your job title?

What did you do? Where were you?

How much time of your day do you spend inside BIQ?

What other applications have you used for work recently?

BIQ

{Observe client logging in}

Starting from the login screen, tell me about what you experience most frequently when logging in.

Tell me about the training information. Do you use it at all? Is it useful to you?

Is there anything else you like to see here?

{Dashboard Loading}

Tell me your thoughts about the dashboard / What do you find useful in the dashboard?

What do you most frequently use starting from the dashboard? What else would

you like to see here?

How would you go about pulling a report?

{Search}

What do you most commonly search by, business name or something else?

Tell me the last time you used expanded search.

What information do you usually get about the business you're searching?

{Search Results}

What information in the search results is useful to you. What isn't?

Would you like to see any other actions here?

{Business Profile Page}

What actions do you commonly use here?

Are there any areas here you've never clicked on? Why?

{Select Report Page}

Okay, looking at this page, what is the next step you would take here?

When was the last time you selected an option here you don't normally use?

Would it be useful to you to see how many reports you've pulled? Why?

How do you view the differentiations between report types?

Do you use the default report option? Why or why not?

How do you know what data is available in the report you selected?

{Report Generated}

What is the very next thing you do have a report is generated?

When was the last time you used account actions, and why?

What information is most important to you in these generated reports? What is least important?

Who do you share this report with and how do you share it?

If you had the capability to customize this report, what would you like to do?

{Free Play Questions}

Thank you for allowing us to view your process. If you had one wish to make BIQ better, what would it be?

What are your favorite applications? It doesn't necessarily need to be business related.

How can we make your day-to-day better?

{Conclusion}

Thanks again for allowing us to speak with you today. Would you be interested in future demos or interviews?