# Interview Questions Script - Template

## Purpose

The purpose of the interviews is to learn more about [XXX]:

1. Who visits the site?
2. What information and tools are they looking for?
3. What specific information or tools do they struggle with on our website?
4. What unmet needs exist?
5. [ADD/UPDATE]

## Introduction Script

Do I have [name] on the line? Hi, my name is [name] and I’ll be walking you through the interview today. I also [name] on the line, who will be taking notes during our session.

### Thank you for agreeing to talk with us today. We are currently evaluating the [name of product] and want to learn more about our consumers, so today we would like to ask you some questions about [ADD]. Your feedback today will be instrumental in helping us improve the design.

### [TURN ON RECORDING]

### Our interview will last about [X] minutes. If it’s ok with you, I’d like to ask for your permission to record this interview. The recording will only be used to help with our note taking. Your name will not be associated with the recording or with any of the paperwork that we fill out during today’s session. Do I have your consent to record today’s interview?

## Questions

### [ADD]