

'InstaCar': launching a responsive car-sharing app

Interview script

Opening

Hi! How are you doing today? My name is Shivang and I am conducting user research for a peer to peer car sharing company who is planning to launch a responsive website so that car owners can make money by sharing/renting their cars with friends, family and 5-star users when they are not using it. Would you have time to answer a few questions regarding renting your car? It will not take more than 20-25 mins of your time. Please let me know if you are uncomfortable answering any of the questions.

Information

Name | Age | Profession | Are you married | Do you have kids

Interview Questions

1. *Car Ownership*

- a. Do you own a car? If so, what type and how many?
- b. How did you pay for your car: cash, auto-loan, monthly lease?
- c. What is your approximate monthly payment on the car?
- d. What is your average annual maintenance expense on the car?
- e. Do you drive to work or take public transport?
- f. Have you used car sharing apps like 'Scoop', 'GetAround' or 'Turo'? If yes, which one have you used and for what reason? If not, do you know about them?

2. *Rent your car*

- a. Under what circumstance would you consider renting/sharing your car?
- b. Would you be willing to rent/share your car?
 - i. If yes, why?
 - ii. If no, why not?
- c. Are you comfortable using services like Airbnb? If yes, why would you not be comfortable renting your car? (Get insight if not willing to rent/share their car)

3. *Deterrents for renting your car*

- a. What are your biggest concerns/deterrents to renting/sharing your car?
- b. What would be the most convenient way for you to rent your car?
- c. What would help build your trust in someone renting/sharing your car?

4. *Incentive for renting your car*

- a. What would be the biggest incentive to rent your car?
- b. Is making extra money when the car is not used, be an incentive?
- c. Is convenience an incentive?
- d. What other incentives would make you consider renting/sharing your car?

5. *If you got everything you wanted/required to rent your car, what would that look like? Please describe your wish list.*

6. *Which of the following names would you prefer for the new peer to peer car-sharing company?*

- a. 'HitchaRide'
- b. 'InstaCar'
- c. 'Wheels2Ride'

Closing

Thank you for your time. We are all done. Your insights are really valuable to us. Please let us know if you would like to get more information about our research.

Contact Information

Email | Phone