

Project Manager: Alan Hurt Jr.

UX Designer: Kevin Santos

Introduction

Hi, I'm Kevin. I'm a User Experience Designer gathering research for a project I'm working on. Do you have some time to answer a few questions for me? — It shouldn't take more than 10 minutes. I'll be asking about your reading habits, preferences and any experience you have with reading apps.

Just so you know, this is for research there are no right or wrong answers & you will remain anonymous. Would you mind if I recorded our conversation for my notes? — Great, then let's get started!

Background

Gender?

Can you tell me your name?

What does your typical weekday look like? — What do you do for work?

How old are you?

Reading

How often would you say you read?

What type of material do you read?

Why is reading important to you?

Tell me about your preferred method of reading.

Do you own an e-reader? — If Yes, Which one? — If Yes, why do you own one?

Tell me about the book you're currently reading.

How are you reading this book?

How did you choose this book?

How did you acquire the book?

Is it important for you to have a personal library? — If yes, why?

How important is it to keep a record of what you have read and what you want to read?

Tell me how you currently organize this information.

Behavior

Tell me about the last time you were reading or listening to a book.

Where were you, and what were you doing?

How do you discover what to read next?

How satisfied are you with these recommendations?

Describe your experience consulting book reviews.

Do you remember the last time someone recommended a book to you?

Tell me about it. — What aspects of the book did they talk about?

Tell me about the last time you shared what you were reading with others?

How would you typically share your reading recommendations with others?

Do you set any reading goals?

Describe to me your process of setting a reading goal.

Are there any tools—digital or physical—you use?

What other literature-related activities do you enjoy? — Do you attend book fairs or book signings?

Competition

Are you a user of Goodreads or other literature services?

If yes, which one?

Why this particular platform?

Describe your experience.

Tell me about a time you had a really positive experience using this service.

Tell me about a time you were really frustrated while using this service.

If no, why not?

Closing

Do you have anything else you'd like to share or any questions?

Awesome! We're all done. Thank you for your time. This has been really helpful.