

# NETFLIX

## 1:1 INTERVIEW GUIDE

### Goals:

- Determine how users watch television
- Find out if they are interested in sharing with their friends
- Uncover what challenges they experience when finding or sharing what to watch
- Discover what social media platforms users have and what they like about those apps

---

*Hi! Thank you so much for volunteering to take time out of your day to participate in my research. I'll be asking you some questions, all of which should take about 20 minutes of your time. All of your recorded information will be used for research purposes and research purposes only. All of your responses will remain anonymous. Is that okay?*

- Remember - active listening
- Don't interrupt
- No leading questions
- Follow up with why and how questions

### Demographics

- Name
- Age
- Subscriber of Netflix
- Marital status

- How many people are in your household?
- Social media platforms used

## General TV viewing questions

1. How do you usually watch movies and TV shows?
2. How do you decide what you are interested in watching?
3. Who do you usually watch movies/TV shows with?
4. How do you generally share TV/movie recommendations with friends or family?
5. Tell me about what influence your friends/family have on what you watch
6. Tell me about a time you shared a TV show or movie with a friend. Why did you share this?

## TV streaming questions

7. How often do you use video streaming services?

## Questions related to Netflix

5. How often do you use Netflix?
6. What devices do you use to watch Netflix?
7. Do you watch Netflix alone? With others?
8. How do you choose what to watch on Netflix? (walkthrough)
9. Tell me about a time you chose to watch something on Netflix based on a recommendation.

10. Tell me about a time you recommended something to someone else to watch on Netflix
11. What do you love most about Netflix?
12. What features are most important to you?
13. Are there specific features that frustrate you? What about it frustrates you?
14. Are there any features or capabilities you wish Netflix provided?
15. Anything else you would like to share?

*You've been so helpful! If there's anything else you'd like to add, I'd be happy to hear it.  
Thank you so much for your time and helping me with my research!*