

Hatch | Interview Plan

User interview plan included the following steps:

1. Recruit Participants:

Identify potential users who fit the target demographic for the app.
Reach out to them and explain the purpose of the interview.
Offer an incentive for their participation, such as a gift card or early access to the app.

2. Prepare Questions:

Develop a list of questions to ask participants that will provide insights into their financial management habits and needs.
Keep the questions open-ended to encourage participants to share their thoughts and experiences.
Consider using a mix of qualitative and quantitative questions to gather a well-rounded understanding of user needs.

3. Conduct Interviews:

Schedule the interviews with participants either in person or via video conferencing.
Have a team member present to take notes and facilitate the conversation.
Allow enough time for each participant to share their thoughts and experiences.

4. Analyze Results:

Review the notes from each interview to identify patterns and common themes.
Create a report summarizing the findings and highlighting key insights.
Share the report with the development team to inform product decisions and feature prioritization.

5. Follow-up:

Thank participants for their time and feedback.
Offer to keep them updated on the development of the app.
Consider inviting them to participate in future user research studies.
This user interview plan is designed to gather valuable insights into the financial management habits and needs of potential users. The findings from

this can inform the development of the app, ensuring that it meets the needs of the target audience.

Script

1. Can you tell me more about your current financial management habits?
2. How do you currently track your spending and income?
3. Have you used any financial management apps in the past? If so, what did you like or dislike about them?
4. What features are most important to you in a financial management app?
5. How do you typically manage your budget?
6. How do you prioritize your spending and saving?
7. How do you currently handle bill payments and reminders?
8. Have you had any challenges with financial management in the past? If so, how did you address them?
9. How do you currently manage investment or savings accounts?
10. Are there any specific challenges you would like a financial management app to address?