Project name
Discussion guide 1.0
Date:

For plan and research objectives see here [< Link to your supporting docs here]

Intro and general housekeeping

E.g. "How are you today? Thanks so much for taking the time to talk to us today, my name is xyz and I'll be facilitating the session.
With me is a colleague who will be taking notes in the background, however the conversation will be between me and you.
Before we start, just a reminder that our conversation will be recorded today for internal use. Is that still ok?"

[Facilitator to *Start the recording*]

- Provide some **background information** to the session

E.g. "Today we'll be talking about your experience with buying/looking to buy a car and then looking at a prototype of a website. Have you done anything like this before?"

- Put the participant at **ease**, let them know they can take a break anytime
- Iterate there are no **right** or **wrong** answers
- Cover any **participant questions**

Warm up

Ice-breaker questions
- E.g. "Tell me a bit about yourself [probe: what do you do for a living, where do you live, what do you do in your spare time]
- How long have you been driving for?
- What car do you currently have?"

Main research questions

Topic 1: [Write down what objective this topic will achieve e.g. find out how customers assess whether a car is priced fairly]

Questions

- Can you tell me about the last time you bought a car?
  - How did you make the decision to buy it?
    - Tell me more about that
    - Why was that important to you?

Usability tasks

Task 1

- Set a scenario e.g. "Imagine that you'd like to buy a car using this website …."
- Ask the participant to speak aloud about why they're doing what they're doing and to let you know if anything stands out for good or bad reasons
- Allow the participant to explore freely probing where necessary e.g. "I noticed you paused before clicking on the 'Next' button, why was this?"

Wrap up

Bring your session to a close e.g. "We're coming to an end of the session, I just have a few questions before we wrap up;
- How would you summarise your experience of buying a car online?
- If there was one thing you could change about the experience, what would it be? Why?
- Is there anything else you'd like to add before we finish that we didn't cover today?
- Do you have any questions for me?"