

Part 1: Interview Guide

Date:

Interviewer:

Participant's name:

Session length:

Location:

Materials:

- iphone for recording
- notebook
- pen

Introduction

Hi, thanks so much for taking the time to take part in this interview.

Before we begin, I just want to let you know that you are not being evaluated in any way. There is no right or wrong answer to any of the question I ask you today, so please feel free to be as candid as you like. My goal is to understand people's view on the symphony, your experiences with it, and how you feel about it.

Here's a breakdown of what you can expect during the interview. I'll start off by asking you some background information about you. I'll then ask you to do some questions on specific experiences you've had with music and your preferences with music. Please do be detailed in explaining your thoughts during those experiences as it will help me better understand your thought process and how I can further understand how you responses. Don't be afraid to voice both negative or positive commentary--both will be very helpful to me.

I'll also be recording our session today for me to reference later to make sure I have the correct information. This interview will only be used for the purposes of this task, so I'll keep any personal information you don't feel comfortable sharing private.

Does that sound ok? Do you have any questions before we begin?

Questions

Goal:

- Try to find out how they consume music and why they choose that form.
- How do they perceive the symphony.
- Habits around music (can it be changes?)
- Are they aware of the symphony's activities

Background

1. Tell me about yourself.
 - a. What do you do?
 - b. Where are you from?
2. What kinds of music do you consume?
3. How do you enjoy (what medium)?
4. How were you exposed to music as a child. (see if it was enjoyable, the types of music, how involved they were, were parents musical...)

Experience

5. Tell me about your most recent concert experience?
 - a. What made it enjoyable
 - b. What could have been done better
6. Have you ever attended a symphony concert?
 - a. If so, can you describe your first experience?
 - i. What made it enjoyable
 - ii. What could have been done better
 - b. If not, what do you expect it would be like
 - i. Why not attended?
 - ii. Likes/dislikes?

Behavioural

7. How do you keep up with news and updates on your favorite bands/artists/venues?
 - a. Why?
8. Is there a new hobby you've recently become engaged in? Why/how?
9. Anything else you'd like to add that we didn't talk about?

Extend

- Thank them for their time
- Explain how data will be used
- Ask if they are open to participating in a usability test in the near future.

Question Guidelines

- Submission lists a location for interview.
- The location is a good choice for eliciting authentic responses.
- Submission includes a list of equipment, such as notebook and audio recorder.
- Submission has an intro script.
- Intro script explicitly shares interview goals (why participant is there and what outcomes are sought).
- There are at least 8 'main interview' questions.
- Questions probe specific behavior (e.g., "tell me about a time...", "in the last week") rather than 'in general' behavior ("How often do you think people...").
- All interview questions require a 'substantive' response--with opportunities for elaboration--rather than simply "Yes/No".
- Questions are focused on the topic of the participant's transportation experiences.
- There is a question asking about a specific interesting/unusual example the participant experienced?
- There is a question asking the participant about their motivations/goals.
- There is a question asking about what the participant finds frustrating/joyful.
- The wrap-up includes an open-ended prompt for blue-sky thinking or anything missed.
- Wrap-up thanks the participant.