

Catalyst ecosystem user research - interview protocol

Interview guidelines and heuristics

Scheduling

- Give yourself at least 30 minutes between interviews, so you have time to debrief from one before going on to the next one

How to prepare for an interview

- Reread the protocol so all the questions are fresh in your mind
- Make sure you know who you're going to be talking to (name, where they are in the world)
- Get to the meeting 5 minutes early to be sure everything is working and so you can let them in if they're early
- Have all of your notes/recording tools ready to go.

During the interview

- Do your best to ask all of the questions in order. Sometimes it can feel natural to ask a later question earlier - feel free to do that, but make sure you are coming back to the ones you skipped.
- Be curious but don't get into the weeds - keep track of time! It's great to ask follow-up questions, especially if you don't understand what they mean or if you want to know more about why they are giving an answer. But try to avoid going down rabbit holes, especially technical ones.
- Remember that you're talking to a person! Try to make it feel like a conversation. If a question feels awkward, you can acknowledge that it's coming from a script.
- Allow pauses to happen - when they stop talking, don't rush in with the next question. Give them a few seconds to see if they have anything more to add.
- Note (WHERE??) the timestamp and a few key words when they have especially strong feelings or are answering your key research questions directly - you can review these later in the transcript

After the interview

- Immediately take 10-15 mins to write down your key takeaways, especially the gaps in the ecosystem that they identified
- Send the recording to the AI transcription service

At the end of a day of interviews

- Spend 30 mins looking for themes across the interviews. Aim to have an updated list of key gaps and strengths, with a count about how many people named each gap or strength.
- Add any especially awesome quotes from the transcript to the relevant theme

Interview protocol

Hi, thank you so much for doing this interview!

I'm Johnny, formerly [role] and currently co-leading the research towards an ecosystem report as part of Radical Ecosystems proposal.

Goals is to understand what needs to be improved, and sharing insights and recommendations with the entire community, so we can address them together.

I'm really curious about you and your experience and perspective on the Catalyst and Cardano Ecosystem, so I hope you'll feel comfortable sharing some information with me.

In the report itself your name will be obfuscated, so feel free to share your how you free of concerns about upsetting anyone.

Background

Let's start with the big picture - can you tell me a little bit about yourself?

- What is your age?
- What gender do you identify with?
- What's your profession?
- How do you currently participate in the Cardano Ecosystem?

Interview Questions

- Can you tell me about why you are building on Cardano?
- What is the goal you wish to achieve from your project in the next year?
- Has the ecosystem been supportive of you reaching that goal? Why or why not?
- What are the key things about the ecosystem that were very supportive for your project?
 - Why is <the thing they said> supportive?
- What were things about the ecosystem that are holding you back from reaching your goal?
 - Why is <the thing they said> not helping you?
- What would you change about the ecosystem to help you achieve your goal better?
- How would you compare the Cardano ecosystem to other ecosystems? What do you like/dislike most in comparison to other blockchain ecosystems?
- Do you have any questions?

Debrief

That's about it, thank you for participating.

Anything else you care to share off your chest?

Great, and please feel free to message me if anything else comes to mind, as well.

Thanks again for taking the time to speak with me.

Your perspective has been extremely helpful.

Interview takeaways:

- Which user group do the speaker belong to?
- What are strong user needs, expectations and hesitations?