

Contextual Inquiry Guide

Date: 10/18/22

Name of Interviewer: Dhruv Purohit

Script Length: 25-40 mins

Participant Name: Kanaan D.

Email: [redacted]

Time/Date: 10/18/22 @ 6:38 PM

Location: Los Angeles, CA

1. Introduction (2-3 mins)

- a. Hello! How are you?
- b. Thank you so much for participating in this interview.
- c. We're not evaluating you in any way, but we're learning from you about how you look for information online and what works and doesn't work for you. With this, we hope we can make our product better for people like you. There are no right or wrong answers to any of the questions I'm asking in this study - we're simply interested in understanding how you research and navigate environmental and sustainable practices online. In doing this, I hope to gain insight into what resources you are looking into and what sources you view as valuable and trustworthy. We will conduct this study mostly as a discussion where I will ask you to show me how you do things and ask you questions to better understand what you do. There will also be some active engagement, so feel free to interact with me and speak aloud on any thoughts you may have.
- d. Here's how the session's going to be scheduled. We'll ask you a few general questions about how you search the web for environment topics, including environmental justice and sustainable actions on a day to day basis. Then we'll go through the activities you do to learn about environmental and sustainable practices for us. While you are working on the environmental and sustainable action item tasks, we'd like you to think out loud, which means you give a running commentary of what's going on in your mind. You can talk about things you like or don't like. Feel free to say anything that comes to your mind; don't worry about offending us since we didn't design the products that you will be interacting with.
- e. We will record audio and video of you so that I can go back and review things later and make sure we get everything right. We won't use your name in connection with the recordings or the results. The videotapes will only be used internally and never shared anywhere with anyone.
- f. How does all that sound to you?
- g. Do you have any questions at this point?
- h. At this point, I'm going to ask you to turn off your cell phone. We will now begin.

2. Background (3-5 mins)

- a. Tell me a little bit about yourself.
 - i. How old are you?
 - ii. What are you doing (occupationally) at the moment?
 - iii. What are some of your interests and hobbies?
- b. How often do you search the internet for information?
 - i. Where do you find yourself browsing the internet most often? At home, in public spaces, etc...
 - ii. What is your go-to search engine?
 - iii. What device do you use most often to search for information?
 - iv. What makes you feel successful when searching for information?
 - v. Do you often run into issues and are not successful at finding the information you need?
 - vi. How do you gauge trust of things online?
 - vii. Do you tend to share information that you find online with others?
 1. If so, how often? And via what method (text, email, etc...)
- c. Delving into today's topic, do you have much of an interest in environmental/sustainable practices topics?
- d. Do you have certain beliefs/causes that you support on this issue?
- e. Do you have concerns or motivations about environmental/sustainability issues?
 - i. If so, what are some details on the topic?
 - ii. What sources of information do you use to inform yourself?
 - iii. Are you directly involved with any organizations on this topic?
- f. Do you read forums on environmental protection and sustainability?
- g. With the methods you described, is there something in particular that inspires you?
- h. In your view, what is the most useful source of information on environmental and sustainability issues?

3. Observation of Tasks/User Activities (3 tasks, 5-7 mins each)

- a. We asked you to demonstrate some activities on environmental sustainability. Let's do them! When you're doing these tasks, use whatever websites/tools you'd normally use, and please think aloud. (explain this to the user).
- b. Activity 1: Spend some time researching/looking into an environmental topic/issue.
 - i. Objective: Gain insight into what environmental issues the user is interested in
 - ii. Guided questions/instructions:
 1. What are your initial thoughts
 2. Have you found anything specific to your liking
 3. Have you located any practical tips on ways to live more sustainably?
 4. What did you like about the website you landed on?
 5. What didn't you like about the website you landed on?
 6. Do you have an interest in looking into this on your own time?
- c. Activity 2: Perform some research on deforestation and ecosystems being destroyed.

- i. Objective: Gain knowledge about what aspects draws the user's interest with deforestation and ecosystem destruction
- ii. Guided questions/instructions:
 1. Why were you drawn to the specific site you are on?
 2. What did you find aesthetically pleasing about the site?
 3. How did you gauge the trustworthiness of the site?
 4. Would you recommend this site to others?
 5. Would you share this information with others?
 6. How well did these methods work for you?
 7. How much time would you spend realistically on this topic?
- d. Activity 3: Research large food brands/corporations that you eat to see how environmentally friendly/sustainable they are.
 - i. Objective: Learn about what foods the user is interested in and the environmental impact
 - ii. Guided questions/instructions:
 1. What are some of the products you chose to look up?
 2. Are these big brands/small brands?
 3. How often do you shop organically?
 4. How often do you shop for items that are more sustainable for the planet?
 5. Did you find anything else that stood out to you in completing the task?
 6. Do you frequently look up, research, and shop in this manner?

4. Problems/Feedback (3-5 mins)

- a. Did you experience any issues when completing these tasks?
- b. Did you find it hard to find trustworthy information or information you found interesting/appealing?
- c. What information, if any, did you gain from completing these activities?
- d. Did you come to any conclusions, such as there are practical ways to practice sustainability on a day to day basis?
- e. What other activities or information may help to learn or get inspiration?

5. Additional Methods (3-5 mins)

- a. Can you recall a time where you could not find related information on a topic you were trying to learn more about?
 - i. How did this make you feel?
 - ii. What could have improved the experience?
- b. Besides searching for things on the internet, what are other ways you may look into environmental protection topics and practices?
- c. Do you have any methods for learning about this topic (or any other topic) that you find yourself doing all the time?

6. Wrap-up (3-5 mins)

- a. What do you think is the most effective way that would encourage working professionals like you to practice more sustainable actions on a day to day basis?
- b. Do you have anything to add to this topic, any internal thoughts, that I may have missed out on when asking you these questions?
- c. Lastly, do you have any questions for me?

7. Closing (2 mins)

- a. Thank you for your participation in this interview. Your feedback and interactions with the tasks were very helpful. I appreciate your time.