

## **Pawsitively Animal Rescue Interview Guide**

Moderator: Taylor Jay

### **Introduction:**

Hello! Thank you so much for taking the time to meet with me today. My name is Taylor, and I'm a UX Designer working on a project to improve the user experience of a pet licensing page.

I'm really interested in understanding how users interact with the current system and what we can do to make the process smoother, more intuitive, and even enjoyable. Your feedback today will be incredibly valuable in helping me create a user-friendly experience that meets the needs of all pet owners.

Throughout this interview, I'll be asking you some questions about your experiences, thoughts, and feelings when it comes to licensing a pet. There are no right or wrong answers here—I'm just looking to understand your perspective. So, feel free to share any thoughts that come to mind.

Before we get started, do you have any questions for me?

### **Screening questions:**

1. Do you own a dog or cat?
2. Have you licensed your pet(s) before?
3. May I ask you some questions that will take 15-20 minutes?
4. Do I have your consent to record this conversation? I will only use it for my own research.

### **Interview:**

Thank you, please let me know at any time if you have any questions or need to stop this interview. We will now begin.

### **Interview Questions:**

1. Can you walk me through your most recent experience with licensing a pet?
  - a. *Follow up: What was easy or difficult about the process?*
2. What do you expect when you visit a pet licensing page?
  - a. *Follow up: Are there any specific features or information you find essential?*
3. How do you typically feel about the overall process of licensing your pet?

- a. *Follow up: What could improve this experience?*
- 4. Have you ever encountered any issues or frustrations while using a pet licensing website?
  - a. *Follow up: How did you resolve them?*
- 5. What device do you usually use to access the pet licensing page (e.g., smartphone, tablet, computer)?
  - a. *Follow up: How does your experience differ across these devices?*
- 6. How important is the visual design of the pet licensing page to you?
  - a. *Followup: Are there specific design elements that enhance or detract from your experience?*
- 7. What kind of information do you typically need when licensing your pet, and how easy is it to find?
  - a. *Follow up: Is there anything you think is missing or could be presented more clearly?*
- 8. Have you ever had to renew a pet license? If so, how did that experience compare to your initial licensing experience?
  - a. *Follow up: What could be improved in the renewal process?*
- 9. What are your thoughts on the security of the personal and pet information you provide on the licensing page?
  - a. *Follow up: Are there any concerns or reassurances you'd like to see?*
- 10. Is there anything else you wish the pet licensing page offered, such as additional services, resources, or support?
  - a. *Follow up: How would these additions impact your overall experience?*

## **Conclusion:**

Thank you so much for sharing your insights with me today. Your feedback is incredibly valuable and will play a big role in helping me improve the pet licensing experience for everyone.

If you have any additional thoughts after our conversation, please don't hesitate to reach out. I'm always interested in hearing more..

Again, thank you for your time and for contributing to this project. I really appreciate your help in making the pet licensing process easier and more enjoyable for all pet owners.