

Deep Work Website - User Testing Interview Script

June 2021

- Thanks for your time
- I'm _____ a user researcher, working with Deep Work and today we are testing their new website.
- I'm going to ask you a few questions about yourself so that I can get to know you a bit and then I'm going to send you a link and ask you to share your screen with me, and we'll discuss the website together.
- There are no right or wrong answers here, so please be totally honest. You can't offend us.
- Any questions before we begin?

To begin, tell me a bit about yourself

- How would you describe your experience with the design industry?
- What is your current work?

Additional questions about design:

- How do you look for design work?
- Do you prefer freelancing or having a full time job?
- What's most important to you in a design job/work?

Sprint questions to keep in mind:

- Will Experts understand the value of working with Deep Work over freelancing/full time work?
- Does Deep Work show value for people outside of the blockchain space?
- Can we make Experts understand the value of the community/shared ownership?

I'm going to send you a link now

<https://projects.invisionapp.com/share/DF118JBR3PHT#/screens/454139671>

- Feel free to close any windows or notifications you don't want to share

This is a prototype, not everything will work as expected. I'm looking for your unbiased feedback on this. Speak aloud your thoughts as we go through the steps, say what makes sense to you, what is missing or confusing.

Landing Page

How do you interpret this landing page?

What does Deep Work seem to offer?

What does “60 projects completed” and “20 active designers” tell you or mean to you?

What do you expect behind each item in the menu bar?

Before clicking on “join the team” what would you like to know most about Deep Work?
(Is joining the team more interesting or exploring the case studies?)

Join the team

Please take a moment to review the page and share your thoughts out loud.

How do you think Deep Work lives up to the bold claims?

What do you think “long-term compensation” means here?

Please describe how you would use the calculator.

What would be the other functions of the calculator that would be beneficial for the sake of applying to work for DW?

How would you adjust the values on the left? Especially the last question about the amount of projects.

(Check if they can actually see the question or need to scroll)

Where do you think the \$200/month come from?

Looking at the statements below, how do you imagine work at Deep Work?

Is there anything else you would like to know about Deep Work before joining?

How do you imagine “joining the team”?

How fast could you get to work and what would that depend on?

Work

Let's look at the “work” section.

Please take a moment to review the page and share your thoughts out loud.

What do you think “open source” means in this context?

What do you expect behind the “Ethereum 2.0 Launchpad” case study?

Eth 2.0 Case Study page

Please take a moment to review the page and share your thoughts out loud.

Would you consider using any of these files? If yes, how? If not, why?

Close out

- How would you in general describe this to someone else?

- Could you think of anything that could be missing from this website?

We can send you a \$45 Amazon Gift card or PayPal, please put your email address into this Typeform:

<https://deepworkstudio.typeform.com/to/lt0F5NFT>