

Interview Discussion Guide

❖ **Introductions:** Introduce yourself and the project, including any housekeeping or documentation that needs to be squared away

- **Consent to record?**
- **Name**
- **Purpose of interview:** research for product design course, focused on learning more about people's experience with gifting and gift exchanges.
- **Confidentiality Disclosure:** All answers will remain anonymous and confidential and will only be used for the purpose of this research project. Answers will not be shared publicly.
- **Opt-ing out of Questions:** Participants are allowed to skip questions they do not want to answer without any penalty.

❖ **Building rapport:** Using icebreaker questions to get to know the interviewee.

- What's your favorite kind of gift to get?
- What's the best gift you've ever received?
- What's the worst gift you've ever received?

❖ **Grand tour:** Asking the majority of your open-ended interview questions.

- **When do you give the most gifts during the year?**
 - When you give gifts during the year, is it mostly in-person or through the mail?
 - On what occasions do you typically give gifts?
- **When do you receive the most gifts during the year?**
 - When you receive gifts during the year, is it mostly in-person or through the mail?
 - On what occasions do you typically receive gifts?
- **When was the last time you gave a gift to someone?**
 - Was it gifted in-person, or shipped through the mail?
 - *If through the mail:*
 - ◆ *How did you get the other person's shipping information?*

- ◆ *Was it difficult to get the other person's shipping information?*
- ◆ *How did you send the gifts to the other person (e.g. ordered through an online store with their shipping address, gift wrapping option at checkout, ordered product and shipped it yourself, ect.)*

- How did you choose this gift for the recipient?
 - How do you typically choose gifts for others?
- Who do you usually give gifts to?
- What is something you like about gifting?
- What is something you hate about gifting?

➤ **When was the last time you received a gift from someone?**

- Was it gifted in-person, or shipped through the mail?
 - *If through the mail:*
 - ◆ *How did the other person get your shipping information?*
 - ◆ *Was it difficult to share your shipping information with your gifter?*
 - ◆ *How did you receive your gift (e.g. ordered through an online store with their shipping address, gift wrapping option at checkout, other person ordered product and shipped it themselves, ect.)*
- Who do you usually receive gifts from?
- What is something you like about receiving gifts?
- What is something you hate about receiving gifts?

➤ **Have you participated in a gift exchange before?**

- **When was the last time you participated in a gift exchange?**
 - What was the occasion for the gift exchange?
 - What kind of gift exchange was it (Secret Santa, White Elephant, something else)?
 - Who else was part of the gift exchange?
 - How did you join the exchange?
 - ◆ What was the process like?
- **How often do you join gift exchanges?**

- What occasions are these gift exchanges for?

➤ **Have you organized a gift exchange before?**

■ **When was the last time you organized a gift exchange?**

- What was the occasion for the gift exchange?
- What kind of gift exchange was it (Secret Santa, White Elephant, something else)?
- Who else was part of the gift exchange?
- How did you organize the exchange?
 - ◆ How did you choose a theme for your gift exchange?
 - ◆ What was the process of organizing the exchange like?
 - ◆ Have you ever used an app or website before to help with organizing a gift exchange (i.e. drawing names)?

■ **How often do you organize gift exchanges?**

- What occasions are these gift exchanges for?

➤ **Exploratory Questions — Online Friends and/or Content Creators**

■ **Do you consider yourself to be a content creator?**

- Can you tell me a bit more?

■ **Do you have online friendships with people you have not met IRL?**

- Can you tell me a bit more?

■ **Are you familiar with Throne Gifts/Throne Gift Exchange?**

- If yes, what do you know about it?
- If not, have you ever used a service before that will order and deliver a gift on your behalf to another person?

■ **Have you ever been in a situation where you wanted to give or receive a gift from someone you weren't extremely familiar with?**

- Assuming services like Throne Gifts did not exist, how would you feel about sharing your shipping information with the other person?
- Would you try alternative methods, like a PO box?

❖ **Reflections: Looping back to ask follow-ups based on what you're discovering.**

- Ask "why" to questions as needed for elaboration.

❖ **Wrap Up:** Concluding the interview and thanking the participants for their time.

- Any last minute additions?
- Questions about the study?
- Questions for the researcher?
- Allowed to contact them for more questions?
- Opt into future studies if needed?
- Thank the participant