# Intro (5 min)

Hi there! Thanks for taking the time to meet with us today. We're doing some research with the Product team on how users get help with HubSpot. Today we're going to talk a little bit about your experience using HubSpot. Then we'll show you a few resources to get your feedback on whether they might be helpful to you.

- Do you have any questions before we get started?

# Questions (20 min)

- Before we start the interview, is it alright if we record this session?

## Interviews

- What's your role at your company?
- How long have you been using HubSpot?
- Did you have onboarding?
- Have you ever contacted HubSpot Support?
    - What types of situations require you to contact HubSpot Support?
    - How do you contact support?
- Have you ever used a KB article to solve a problem in HubSpot?
- Have you ever used the Community to search for help?
    - (If no - what do you expect to find there?)
- Have you ever used any of Academy's online resources to get help with a problem in HubSpot?
- Have you ever used the Academy User blog to solve a problem?
    - Can you tell us about that time.
    - Where do you think you might find those resources?

# Tasks (20 min)

Great, now we'll move on to looking at some resources. I'm going to share a link with you and ask you to share your screen on Zoom. There's an expand icon to share your screen located in the bottom-center of the toolbar in the Zoom app.

# help.hubspot.com

The first link I'm sending you is to a live website.

- Have you ever visited this page (help.hubspot.com) before?
- What do you think you can do on this page?

The next thing we'll be looking at today is a prototype - have you ever seen a prototype before?

(If not) A prototype is created with individual static screens, which are linked up for very basic interaction like clicking certain areas or scrolling down the page. It looks like a website, but it isn't completely built out for 100% functionality, so it may not always work exactly as you would expect. If you have any questions about what you can or can't do on the page, please ask us.

Throughout the entire exercise, you're encouraged to think aloud, and ask questions that come to mind. That's how we get the most useful feedback!

# Help Center

- What do you think you can do on this page (Help Center)?
- When might you visit this page?
- Where do you think you'd find a link to this page?

# Knowledge Base Homepage

- What do you think you can do on this page?
- What would you do if you got an error message when trying to connect your inbox to HubSpot?

# Knowledge Base Article

- What would you do if you didn't find the error message you were looking for on this page?
- Where would you go to find a resource about HubSpot APIs?

# Feedback mechanism

- Have them scroll down and ask how they'd give feedback

- How do you prefer to give feedback?
- What do you think happens if you click one of these buttons?
- Have you ever left feedback on a KB article?