

Interview Questions Document: Graduation

Introductory Questions (For getting to know the interviewee)

1. What did you study?
2. When did you graduate?
3. Why did you choose the University of Nottingham?
4. What services did you use the most when planning your graduation day?
(Did you use the app, the website or email?)
5. How did you feel about graduating overall?
6. How do you feel your graduation went?

Questions for understanding user behaviour

1. Can you describe your graduation experience in 3 words?
2. Can you describe how the university made sure you were fully involved in the graduation process?
3. Were there any problems that you encountered during the graduating process?
4. Describe the problem that you encountered. (if any)
5. What were the activities you needed to do before/during/after graduation? (capture these times separately)
6. What was the most valuable or useful information you wanted to know about graduation?

Questions for understanding the experience with the website

1. Did you use the website to plan for graduation?
2. What were your expectations with the graduation website?
3. How was your experience with the website (deliberately open-ended to not corrupt the thought process by saying good/bad)
4. Was there anything on the website that stood out? (not asking good/bad to get first impressions)
5. {Becoming a bit more focussed} What aspect of the website did you enjoy? (It maybe bit leading, but it's important to understand any components that users enjoyed)
6. What was the most frustrating part of the website? (if anything)
7. Can you recall a situation where the website wasn't able to provide the information you were looking for? (if so, what?)

Questions to predict the future

1. How would you design a graduation page or journey? E.g. What would you include?

2. What aspects are crucial for a graduation website?
3. What improvements could be made to make the website experience smoother?

Questions for closing the interview

1. What haven't we asked you today that you think would be valuable for us to know?
2. May I contact you if we have any other questions or for possible further research for this project?