Miriam Donath

<u>Semi-Structured Interview Protocol</u>

<u>Intro</u>
1. Thank you for speaking with me today. I really appreciate it!

2. Before we get started with the interview, can you please complete this brief survey?

3. Consent form: I'd like to record this interview so that I can go back to check my notes to make sure that what I've written is accurate. *Ask participant to read and sign consent form.* Any questions?

4. I'm doing research on a site and service called ▮▮▮▮▮ that connects people who want work done with people who want to do the work. The site covers a large range of jobs, as well as the timeframe in which they are completed. Some are last-minute types of jobs. There has been some difficulty with getting people to use the site, and I'd like to find out the reasons behind this and what can be done to increase usage. There are no right or wrong answers to these questions.
    a. Have you heard of this site?
    b. Heard of any sites or services like this?
    c. Know anyone who uses this site? Or a site like this?

<u>Hiring people</u>
5. What was your last experience with hiring someone to do something for you?
    a. What was it for?
    b. Can you tell me about it and the process you used to hire them?
    c. What motivated you to hire someone?
    d. What was the most difficult part about hiring them?

6. What else have you hired people for?

7. Are there any kinds of jobs that are more difficult to find people to do?
    a. What makes it more difficult?

8. Can you tell me about a time when you were debating hiring someone to do something or doing it yourself?
    a. What made you decide to go one way or the other?

    *Note especially what they decided **not** to hire someone for.*

9. When you're thinking about hiring someone who do you turn to for recommendations?

10. Have you ever hired someone through a website or an online service?
    a. () Can you tell me about the **last** time you did that?
    b. What was the experience like?
    c. Has anything changed over time with your experience using such a site?
Now we're going to talk about this online service that's used connecting people who want work done with people who want to do the work.

██████ specifically: Personas
11. I've come up with a few types of users. [Show participant the personas, each on one card.]
     a. Do you relate to any of these? Or any parts of any of these?
     b. Can you tell me more about what you do and don't relate to?
     c. Is there anything you would add?

██████ specifically: Posting a job
12. What kinds of things would you want to use this type of online service for?
     a. What would you be hesitant to use it for?
     b. Definitely use for?
     c. Definitely not use for?
     d. Somewhere in between?

13. Within the context of an online service, how would you like to let someone know that you have a job you'd like to have done?

14. When thinking about how much you would pay someone to complete a job, how would you determine the dollar amount you would expect to pay?
     a. Can you give me an example of a job and take me through how you would determine the most you would pay?
     b. What about for something you had never paid anyone to do? *[Give them an example from something they mentioned previously, (in Q8) if possible.]*

██████ specifically: Assigning People to Jobs
15. How would you want to hear that someone wants to do your job?
     a. How would you choose someone if there were multiple people who expressed interest?

16. What type of information would you want to know about people interested in completing your job?

██████ specifically: Payment
17. How would you want to pay the person completing your job?
     a. If you were paying using the system, how would you like it to work?

18. Do you currently use any websites where you store credit card information?
     a. Were you always comfortable storing your credit card information there?
     b. What makes you comfortable doing so?

19. Would you feed comfortable storing your credit card information in the system?
     a. Does this feel different than other sites where you might store your credit card information? How so?

Last Question: What makes participant hesitant
20. What would make you the **most** hesitant about using this kind of site? What would change that?

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<u>Conclusion</u>

    21. Do you have any questions?

    22. Anything you'd like to add?

    23. If I have questions for you after I've gone through my notes and the recording, could I contact you?

    24. Thank for participating.