

[Ketch-Up] User Research: Interview Questions

Introduction:

Hi, my name is Naomi and this is Eleonor, and together we are conducting some research findings on how people find and attend events (through Ketch-Up).

There are no right or wrong answers, we are just keen to hear about your experiences and opinions.

We would like to record this interview as it helps us review and take research notes and will only be seen by my team and mentor. Do we have your permission to record? (Pause)
Great, let's get started!

User Background:

1. To begin, could you tell me a bit about yourself?
 - a. Probes: Your work or study background, your interests, and which age range you'd place yourself in.
2. How do you usually meet new people?
3. Would you consider yourself more of an introvert or extrovert?
 - a. What makes you say that?
 - b. Has this influenced how you attend then participate in events?
4. What kind of group events have you attended recently?
 - a. What motivated you to attend these events?
 - b. How did you find out about these?
5. Have you attended any of these group events more than once?
 - a. What made you feel comfortable or interested enough to return?
6. How do you usually check if a website or company is trustworthy and legitimate?
7. What kind of info or signals do you look for to feel good about proceeding to purchase a spot to an event?
 - a. Follow up: I.e like reviews, photos, or attendee numbers?

Use of Ketch-Up's website: (send the user the www.ketchupcommunity.com website via zoom and ask them to open it on their browser)

1. How did you discover Ketch-Up?
2. When you first land on the Ketch-Up website, what's your first impression, what kind of vibe or feeling do you get?
3. What parts of the Ketch-Up website feel smooth?
4. What if anything feels confusing?
5. How easy is it for you to find essential sections?
6. Were the buttons and links intuitive — did you feel like you knew what to expect?
7. Did you feel a sense of trust when visiting Ketch-Up for the first time? Could you explain this more?
8. What features or spaces could help you feel more part of the ongoing Ketch-Up community?

- a. Is there anything that would help you feel more involved or included in the Ketch-Up community?

Events with Ketch-Up

1. Can you share your past experience attending a Ketch-Up event? What drew you to them?
2. Did you hesitate in booking for this event? Can you tell me more about the reasons?
3. When discovering upcoming events, what kind of details help you decide whether to take part?
 - a. What would make you feel inclined to book to attend the event straight away?
4. Have you ever abandoned a purchase for an event, i.e. not completed?
 - a. What might have convinced you to complete the booking?
5. When attending an event, what helps you feel comfortable and included?
 - a. What kind of feeling do you experience before, during, and after attending?
 - i. How could Ketch-Up better support those feelings during a suitable time or period?
6. What motivates you to return to future events?
7. After attending, was there any follow-up you experienced from Ketch-Up?
 - a. What kind of follow-up (if any) would make you want to stay connected or attend another event?
8. These next few questions refer to inclusion and gender identity in groups. (Answers are optional):
 - a. How do you feel about the inclusion of transgender women in women's groups or spaces?
 - b. What comes to mind when you think about a women's group that includes both cisgender and transgender women?
 - c. How do you think inclusion could be approached in a way that feels welcoming for everyone involved?
 - d. Are there any concerns or benefits you see with that kind of inclusion?

Final Questions:

1. What would make the Ketch-Up website feel more enjoyable and useful for you?
2. If you were to describe Ketch-Up to a friend, what would you tell them?
3. Is there anything else you'd like to share?

That's all the questions we have, thank you for your time and insights.

Your input will be really valuable in improving the Ketch-Up experience.

Questions for Interviewees that have not been to a Ketch Up or similar events:

User Background:

1. To begin, could you tell me a bit about yourself?
 - a. Probes: Your work or study background, your interests, and which age range you'd place yourself in.
2. How do you usually meet new people?
3. Would you consider yourself more of an introvert or extrovert?
 - a. What makes you say that?
 - b. Has this influenced how you attend then participate in events?
4. What kind of group events have you attended recently?
 - a. What motivated you to attend these events?
 - b. How did you find out about these?
5. Have you attended any of these group events more than once?
 - a. What made you feel comfortable or interested enough to return?
6. How do you usually check if a website or company is trustworthy and legitimate?
7. What kind of info or signals do you look for to feel good about proceeding to purchase a spot to an event?
 - a. Follow up: I.e like reviews, photos, or attendee numbers?

New to Ketch Up - Website Experience

1. When you first land on the Ketch-Up website, what's your first impression, what kind of vibe or feeling do you get?
2. Do you know what Ketch-Up is about upon visiting the homepage?
3. What parts of the Ketch-Up website feel smooth?
4. What if anything feels confusing?
5. How easy is it for you to find essential sections?
6. Were the buttons and links intuitive — did you feel like you knew what to expect?
7. Did you feel a sense of trust when visiting Ketch-Up for the first time? Could you explain this more?
8. What features or spaces could help you feel more part of the ongoing Ketch-Up community?
 - a. Is there anything that would help you feel more involved or included in the Ketch-Up community?

Events with Ketch-Up

9. Would you attend an event hosted by Ketch-Up upon visiting their website?
 - a. If no, why? If yes, Why?
10. When discovering upcoming events, what kind of details help you decide whether to take part?
 - a. What would make you feel inclined to book to attend the event straight away?
11. Have you ever abandoned a purchase for an event, I.e not completed?
 - a. What might have convinced you to complete the booking?
12. If you were to attend an event, what helps you feel comfortable and included?

- a. What kind of feeling do you experience before, during, and after attending?
 - i. How could Ketch-Up better support those feelings during a suitable time or period?
- 13. What would motivate you to return to future events?
- 14. After attending, what kind of follow-up (if any) would make you want to stay connected or attend another event?
- 15. These next few questions refer to inclusion and gender identity in groups. (Answers are optional):
 - a. How do you feel about the inclusion of transgender women in women's groups or spaces?
 - b. What comes to mind when you think about a women's group that includes both cisgender and transgender women?
 - c. How do you think inclusion could be approached in a way that feels welcoming for everyone involved?
 - d. Are there any concerns or benefits you see with that kind of inclusion?

Final Questions:

- 1. What would make the Ketch-Up website feel more enjoyable and useful for you?
- 2. Is there anything else you'd like to share?

That's all the questions we have, thank you for your time and insights.

Your input will be really valuable in improving the Ketch-Up experience.