

1:1 Interview Guide

Goals:

- Discover what features are used the most
- Uncover other challenges with the app
- Determine the target audience and primary app users

Reminders:

- Active listening
- Don't interrupt
- Follow up with **why** or **how**
- No leading questions, keep open-ended!
- No assumptions, no bias

Intro:

- Hi! My name is Tina. Thanks so much for your time today. I'll be asking you some questions about the Spikeball App, which will only take 15-20 min of your time. This discussion is strictly confidential—all your recorded information will be used for research purposes only. A gentle reminder that there are no right or wrong answers, only your honest experience!

Demographics

- Name
- Age
- Location
- Occupation

General Roundnet Questions

- How long have you been playing roundnet?
- How many times do you play in a week?
- How would you rate your skills? What is your RPR?
- Have you ever been to a roundnet tournament?
- When you want to play roundnet, how do you usually ask others?
- What do you use to organize your week? Planner? Google Calendar?

- Do you have a Spikeball product? Which one(s)?
- Are you in any official Spikeball groups? (SAO, Ambassador, College Club, HS Club)

App Specific Questions

- How did you first find out about the Spikeball app? Why did you download it?
- What do you usually do when you open the app?
- How many times did you use the app last week?
- How many games did you attend via the app? Is it difficult to RSVP and show up to one? Why?
- What do you like about the app?
- What are your frustrations with the app? Any problems you run into?
- Can you walk me through your experience of creating and/or attending a game?
- What do you use the least?
- What do you wish it could do?
- Would you recommend the Spikeball app to a friend? Why or why not?
- Rank what is most to least important for you
 - 1 - Finding new players
 - 2 - Seeing what games are in your area
 - 3 - Messaging/communication
 - 4 - Finding and joining groups
 - 5 - Finding tournaments
 - 6 - Rules
 - 7 - Feed/content from other people

Any last thoughts or feedback?