User interview script

February 2019

Introduction

We will all conduct six user interviews at each council, across the four research focus areas.

Planning	Waste & Recycling	Revenues & Benefits	Highways
Oxford *	Bolsover & North	Redditch &	Surrey *
Hertsmere	East Derbyshire *	Bromsgrove *	
Cheltenham	Rotherham	Preston	
	Doncaster	Adur & Worthing	

* Torchbox will be conducting user interviews at these locations

Why are we interviewing users?

For the people that use the council services in focus, we wish to understand more about the following:

- Experience of service - step by step, successes and pain points
- Motivations - triggers and desired outcomes
- Access of service - time and frequency of access
- Mental models - terminology used by customers
- Channels - prefered and used
- Technology - the experience of and attitudes

Interview Intro

First of all, thank you for taking the time to talk to us today. My name is (name) and I am here to talk to you about your experience in using your council's *(research theme)* services.

Let me give you an outline of what's going to happen. I am going to ask you a series of questions. We want to understand things from your perspective. It's important to highlight that this isn't a test. There are no right or wrong answers to any of the questions.

I would like to ask you to be as honest as possible. You can't offend me or your local council in any way so please speak freely. Do you have any questions or comments so far?

We treat this conversation as strictly confidential. We won't share any details with anyone outside the immediate people working on this project.

We can talk a lot quicker than we can type, would it be OK with you for us to record this session for our note taking?

We have prepared a consent form for you to review and sign.

Once we have finished our interview we will double check your details so we can reward you with your £60 voucher.

If at any point you want to take a break or stop the interview please just let us know and we can work around it.

Any questions before we begin?

Let's get started!

{RECORD}

Interview Script

Context

Let's start off by learning a bit about yourself.

Could you please tell me how old you are?

Could you describe your household - family, partner, housemates, live alone?

What do you do for a living?

Would you say you have plenty of time outside of work to complete tasks that are not related to work?

Would you say you have time to make personal phone calls at work?

Motivations

Imagine we are here to make a documentary about your experience with customer service for your local (research theme) services. We will ask you questions to help us identify the key scenes in your experience and drill into details to help bring those scenes to life. We might ask questions that seem personal, but it is only so we can understand things from your perspective.

When was the last time(s) you accessed or contacted your council about (research theme)?

Was this a one-off or is this a regular interaction?

If regular: how often? Is there a pattern? What prompts you?

If a one-off: what triggered you to access the service in the first place? Do you remember when you had that first thought? What was happening around that time?

What were you hoping to achieve?

Why was this important to you / what would this enable you to do?

Was there time pressure? Did you need to resolve this urgently, or did you have time?

If you could not complete this task at that time, how would it impact your life?

Experience of service

How long was it between that trigger moment and actually accessing the service?

How did you access your council's (research theme) service? (phone, website, in person, other...?) What did you look for?

Let's talk through your experience, step by step. What did you do first?

For each of the key steps or stages in the customers' experience, use the following questions:

How long did this take? How long between this and the next step?

At this point, what adjective would you use to describe your experience?

How were you interacting with your council? (phone, website, in person, other...?)

When did you do this (time of day, week, month)? How long did this take?

Pain points:

Did you experience any inconvenience or frustration at this point? Big or small? Why was this frustrating for you?

Was there a moment when you couldn't progress or complete your task because you didn't have what you needed?

How did you overcome this barrier?

Success:

At this point, what were you trying to achieve? What would a successful outcome look like?

What did you need to complete your task?

Did you feel delighted by your experience? Were you surprised by how good the experience was? How so? If not - do you have any examples of previous experiences with other services?

Improvements:

At this point, what adjective would you use to describe the ideal customer service?

If you had a magic wand, how would you improve the way the customer service was delivered to you? What would have made it better?

What stands out as the best and worst part of your experience?

Technology:

If you need to talk to a friend or family member, how do you get in touch with them?

If a friend or family member needed to talk to you, how would you like them to get in touch with you?

What would you say is more valuable to you:

- Waiting a while to have in-depth communication with someone, or
- Being able to get information and support 24/7

- Contacting someone to get the help you need, or
- Being able to self-help with available resources

- The ability to text customer services, or
- The ability to speak to customer services

How regularly do you use the internet:
(never, sometimes, regularly, always)

- At home
- At work
- On the go

- To communicate with people
- To find information
- For shopping
- To consume media
- For personal admin

How strongly do you agree or disagree with the following statements:
(strongly disagree, disagree, agree, strongly agree)

- I enjoy using technology
- Technology intimidates and threatens me
- I am eager to try new technology
- I avoid using technology when I can
- Without my smartphone, I struggle to get personal admin done
- Without my laptop or desktop, I struggle to get personal admin done
- I prefer speaking to a human, I hate texting / emailing
- I prefer having paper copies of everything, I hate digital documents