

ApplyEBP x General Assembly : User Interview Guide

Criteria People who have previously, or are prospecting to, register for a continued education course online on the ApplyEBP website.

Goal To understand people's behaviors and challenges with the ApplyEBP site

Introduction We are working on a UX project to help ApplyEBP redesign their website and make their users' experience a simpler one. Currently in the research phase, we are exploring how people go about interacting with the ApplyEBP and their previous experiences with it.

Opening Questions

- What is your name?
- How old are you?
- What is your occupation?
- Where do you live?

Topic Specific Questions

Motivations:

- **What was the last thing you purchased online?**
- **What was the last event you bought a ticket to online?**
 - **What type of information did you consider?**
 - **Where did you find this information?**
- **What prompts you to take a Continuing Education course?**
- **What do you expect, at the bare minimum, from these kinds of courses? What materials do you need?**
- **When you are interested in registering for a course, what is the first thing you look for on the organization's site?**

ApplyEBP Specific:

- How did you hear about ApplyEBP?
- How would you describe your experience with the company and its website?
- What was the purpose of your visit to ApplyEBP.com?
- What were you hoping to accomplish by taking that course?
- Do you feel that those expectations were met?
 - If yes, what was it about the process that was successful for you?
 - If not, why not?
- Have you ever taken a course with ApplyEBP? When?
- To get a better sense of your experience with the site, how frequently have you interacted with the site?
 - How would you describe your experience?
- How was your experience navigating the site? Could you find all of the information that you were looking for?
- How often do you attend these types of seminars? Who runs them?
 - What was your experience with the classes?

- Have you registered for another course of this nature with any other companies before?
 - If so, what was your experience, that you can recall, with their website?
 - Do you remember what your experience with the registration process was like?
 - If not, have you applied for any other courses or programs for extended/continued education?

***** OPEN THE APPLY EBP WEBSITE ON PHONE, TABLET, COMPUTER*****

- What are your first impressions of the ApplyEBP homepage? Does it satisfy your needs as a user?

Final Thoughts

- Is there anything that you would like to add that we haven't covered in this conversation?

Follow-Up & Next Steps

- Is it okay to contact you if we have any follow up questions?
- Thank you so much for your time, we really appreciate your time and honesty!