Research Interview Guide

Interview Date: [Today's Date]

Objective

To better understand the experiences people have with Japanese learning app. Understanding their experience will give us insights and empathy to find ways to improve their Japanese learning experience through an app.

Introduction

Hi, *[Participant]*. My name is *[Your Name]*, and I'm going to be asking you a few questions during this session.

Let me explain a little more about why we've asked you to participate in this interview today: We're interested in understanding more about people's experiences with reading Japanese. The more details I can understand about your experiences, the better we'll be able to create products that could help enhance that experience.

I want to make it clear right away that you are not being tested—there are no right or wrong answers. We want to hear exactly what you think, so please don't worry that you're going to hurt our feelings. We want to improve our designs, so we need to know honestly what you think.

You don't have to answer all my questions. You're free to stop the interview at any time. We will also not publish your answers outside of our team. We will just be using this information internally to help guide our design efforts.

Is it OK for me to record this conversation? Recording helps me so I don't have to take as many notes.

Interview Questions

What is the most difficult part about reading Japanese?
1. How do you overcome this challenge?
2. What methods did you try that were unsuccessful in helping you overcome this challenge?
3. When you encounter a Kanji that you don't know, what do you do?
4. How do you remember new vocabulary words?
5. When you look up an unknown word, what dictionary information is most interesting to you?

What tool has been most useful to you in improving your Japanese reading ability?
1. Describe your favorite feature about that tool.
2. Describe the thing about that tool that most bothers you.
3. What do you do when there's no tool to help you in a situation where you're trying to read Japanese?

How do you read (work-related/non-work-related) Japanese content?
1. Describe a time when you struggled to read (work-related/non-work-related) Japanese content.
2. What format do you most often read (work-related/non-work-related) Japanese content in? (e.g. web, PDF, Microsoft Word, Excel, etc…)
3. What device do you most often read (work-related/non-work-related) Japanese content on? (e.g. desktop, laptop, mobile phone, etc...)

How important is reading Japanese compared to speaking, listening and writing?