

Team:



Primary Research

Consent Form

Hello!

Thank you for your support and interest in contributing to research for our project. We are a team of students at the Savannah College of Art and Design who are interested in hearing from your point of view regarding Google Assistant's product experience.

If you agree to participate in this research, please read through this consent form and sign your name at the bottom.

Voluntary participation:

Participation in this research is voluntary. You can withdraw your consent to participate at any time.

Information collection and usage:

We will take notes and record video of each interview session. Recordings are kept confidential and will not be shared outside of our research team. Your feedback and findings from the interview may be used to help us collect valuable user research. However, your name and other personal identification information will remain anonymous unless explicit permission is received beforehand.

Should you have any questions about the details of this research, please contact me at **tnguye49@student.scad.edu**

Consent:

By signing this document, you agree that you have read and understood the information provided above and you give your consent to participate in this research study.

Participant's Name: _____

Participant's Signature: _____

Date: _____

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Discussion Guide

● Introduction (5 minutes)

We'll introduce ourselves and set "ground rules" for the discussion.

- Hello! We appreciate you taking the time to speak with us. My name is ____ and I will be guiding our interview. This is my partner ____ who will be taking notes as well as making sure we cover everything.
- Over the next hour, we will be discussing your experience with utilizing a Technology Assistant. There are a few things I would like to cover prior to the interview. We are SCAD students conducting research as part of our project. We want to offer you a space to openly express your opinions on using a Voice Assistant.
- I will work as a moderator on our discussion to respect both of our time and to make sure we cover everything. There may be points where I ask for you to elaborate and there may be points where I ask you to move on for the sake of time, please do not be offended. This is to ensure that we cover all topics. Thanks for taking the time for our interview.
- This discussion is anonymous, so don't hesitate to speak your mind.
- There are no right or wrong answers, it's just what you're actually thinking, and feeling.
- Please sign the Consent form to acknowledge we will be recording this interview and that everything we discuss today will be confidential. Feel free to ask any questions throughout the interview for clarifications, bring up any additional thoughts, make suggestions, and so on.

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Discussion Guide

● Warm-up (10-15 minutes)

1. Tell me about yourself (age, occupation, gender, how long have been using GA).
2. Tell me about a typical day in your life.
3. What comes to your mind when you think of an assistant? (Any assistant, virtual or person!)
4. Tell me about one thing that the assistant helped you with.
5. Describe your ideal assistant. What do you think is the most important thing you need help from the assistant in your life?
6. What types of items do you use on a daily basis? Why?

● Usage (10-15 minutes)

1. Have you used voice assistants before? If so, what voice assistant devices have you/do you use? For what purpose? (Operating system/How long have you used it?)
2. How would you describe your relationship with [voice assistant device]?
3. Tell me about your experience using voice assistants.
 - a. Follow up - worst or best? Happy or frustrating?
4. What do you typically use [voice assistant device] for?
5. How often do you use [voice assistant device]?
 - a. Follow up - What time?

● Feedback (5-10 minutes)

1. How do your interactions with [voice assistant device] make you feel and why?
 - a. What do you think of the feedback provided by [voice assistant device] during and after a task?
2. How do [voice assistant device]'s sounds make you feel?

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● First-time use (15 minutes)

1. Tell me about your experience using [voice assistant device] for the first time?
2. How did you feel during your first week using [voice assistant device]?
3. What could have made your experience better?
4. How did you learn about the features of [voice assistant device]?
5. What features surprised you when using [voice assistant device]?
6. How have your habits changed since you started using [voice assistant device]?

● Rate & Reasons (5-10 minutes)

1. On a scale of 1 to 5, with 1 being the least and 5 being the most, how seamless was it to integrate into your lifestyle? [voice assistant device] Why?
2. 1 - What would make it more seamless?
3. 5 - Tell me more.
4. On a scale of 1 to 5, how easy is [voice assistant device] to use? Why?
5. On a scale of 1 to 5, how functional do you think [voice assistant device] is? Why?

● Wrap-up (5 minutes)

1. On a scale of 1 - 5, how much would you recommend [voice assistant device] to those around you? Why?
2. (if they've used GA) How would you rank your GA experience among other assistants?
3. Do you want to share anything else with us?

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● Usability (5 minutes)

The commands that the interviewee is familiar with, they can be the following: timer, reminder, weather, location, sms, call, lighting

Can you please do the tasks that you often command your Assistant to do?

1. How do you feel?
2. Can you rate the experience from 1 to 5, What factors affect your score?

The interviewer can suggest some tasks referring to the link for specific devices

Can you please do the new tasks that you have recently learned to command it?

1. How do you feel?
2. Can you rate the experience from 1 to 5, What factors affect your score?

The interviewer can suggest some tasks referring to the link for specific devices

Can you please do the tasks that you found tricky to command your assistant?

1. How do you feel?
2. Can you rate the experience from 1 to 5, What factors affect your score?

The interviewer can suggest some tasks referring to the link for specific devices

Can you do something fun with your assistant?

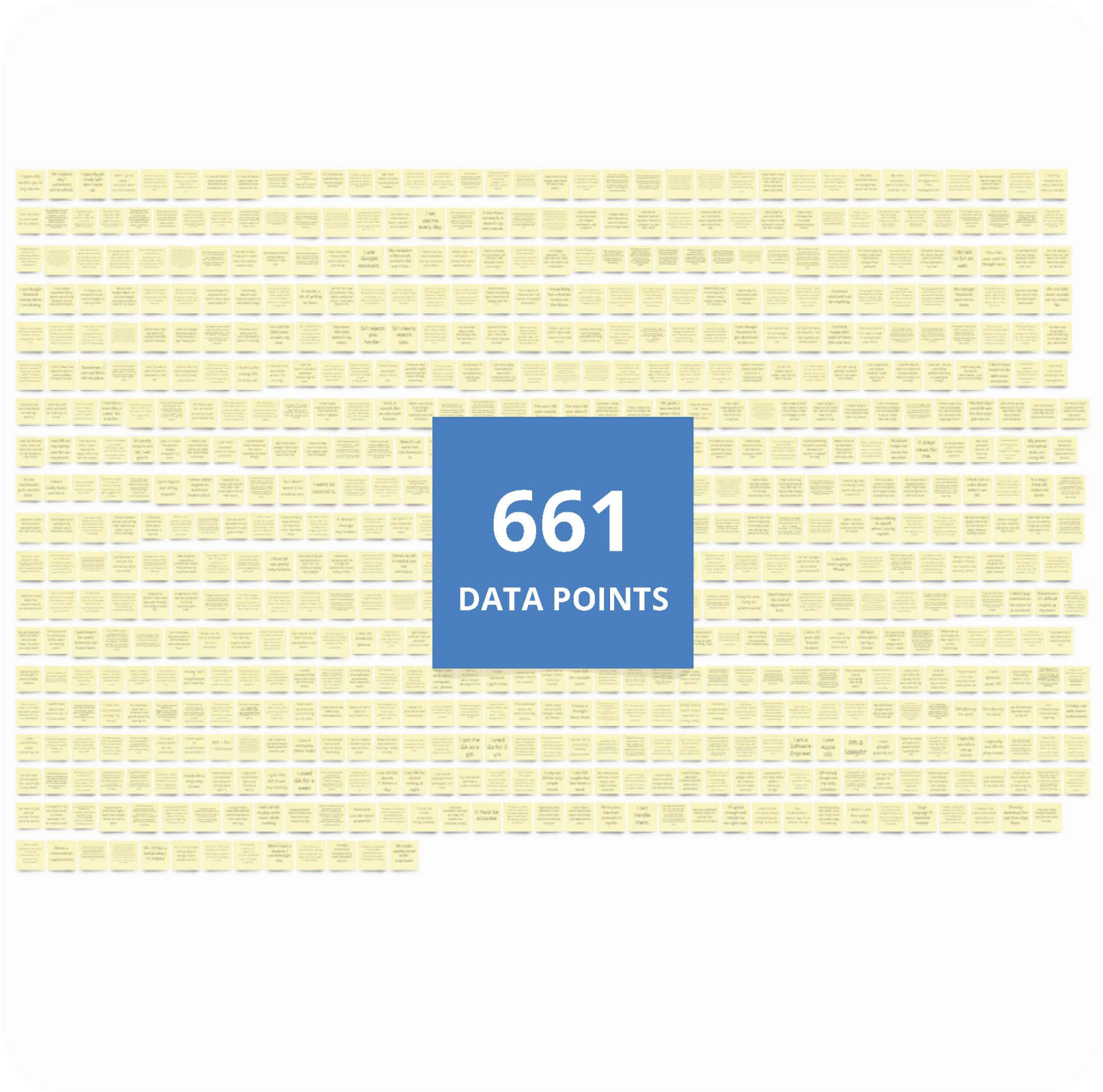
1. How do you feel?
2. Can you rate the experience from 1 to 5, What factors affect your score?

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→ Affinitization

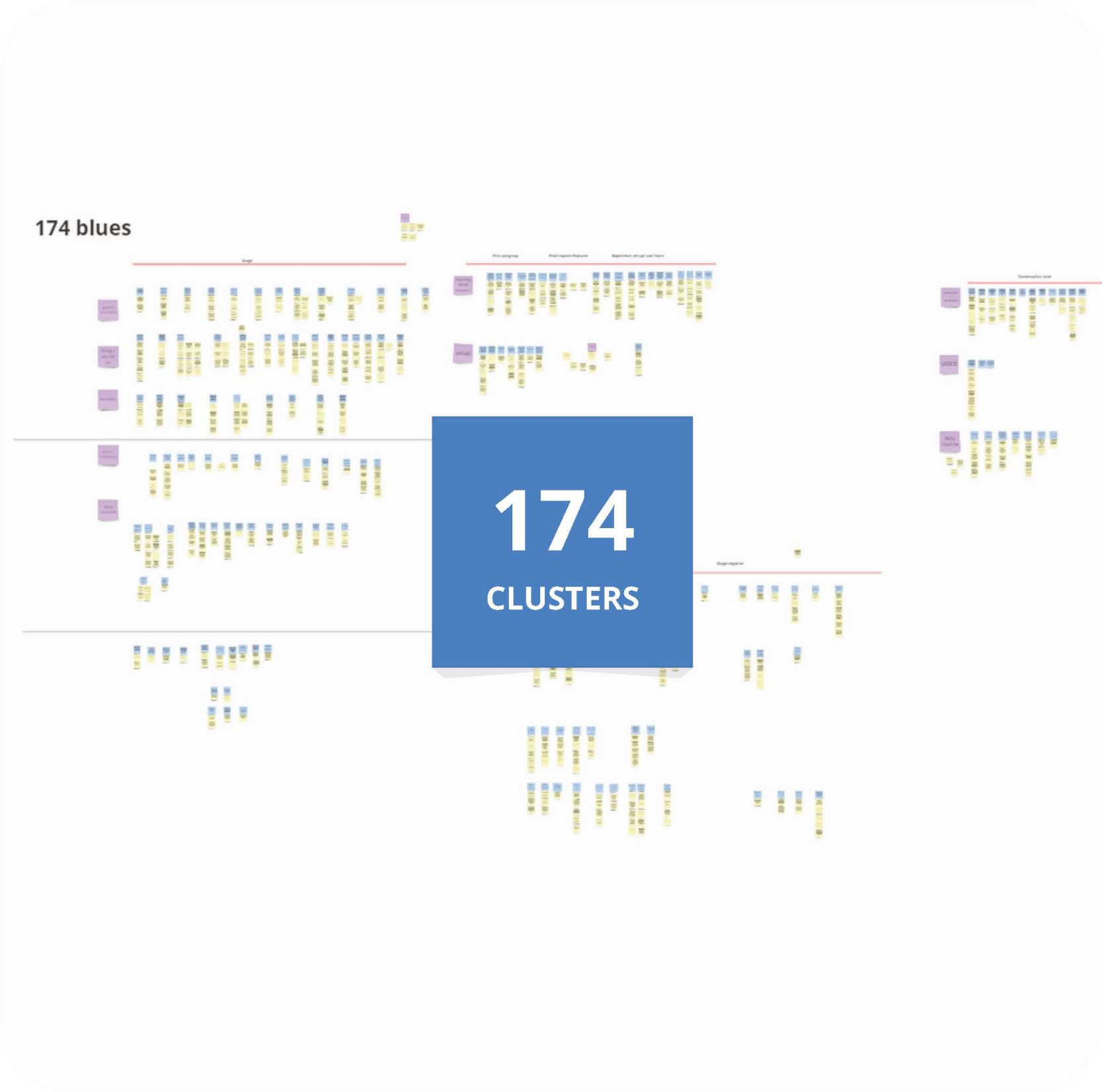
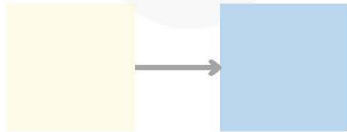


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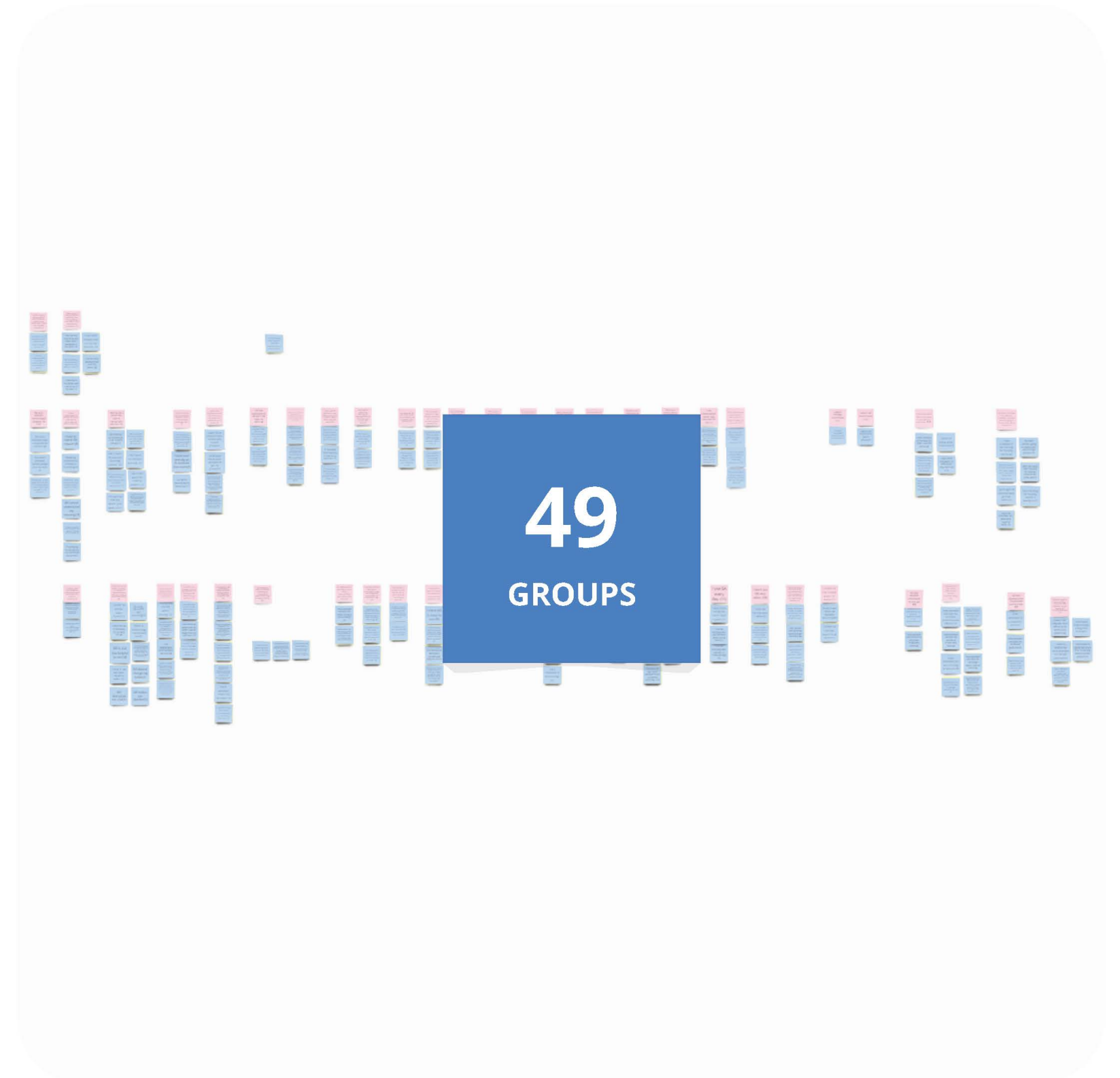


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Habits

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