

User Interviews

1. GOAL

- Our goal is to understand how people are currently giving back to the community through donations and/or volunteering.

2. INTRODUCTION

- Introduce yourself
- Set expectations for the participant of what will happen during the interview
- Ask them if it is OK to record
- Explain their answers are confidential and will be used for your research purposes only

3. OPENING QUESTIONS

- Who are they? What do they do?
- Other items they want to share

4. TOPIC-SPECIFIC QUESTIONS

- Tell me about the last time you volunteered.
- Tell me about the last time you donated.
- How do you find donation or volunteer opportunities?
- What decisions do you make before you donate or volunteer?
- What motivates you to donate or volunteer?
- Walk me through the adoption process for your pet.
- How did you find out about the shelter where you adopted?
- Why did you adopt from that shelter?

5. FINAL THOUGHTS

- Ask them if they have any final thoughts or if there is anything else they would like to share.
- Is there is anything we have not touched on or that you'd like to talk about?

6. FOLLOW-UP & NEXT STEPS

- Discuss what you will do with the interview findings
- Exchange contact details
- Ask if you can contact them again or if they know others you can interview (recruit further)
- Thank them for their time