

Communication sent to Yard Clients/Users

Dear.....

At Yard we are passionate about art and community. As such it is of the greatest importance that we are offering our community the best service possible. We are reaching out to you today to ask your support in improving the user experience of our website.

A small number of participants are being asked to take part in a 30-35 minute virtual interview between the 25th of February and the 2nd of March. The interviews are being conducted by a 3rd party to prevent Yard or our staff influencing responses. The names and details of participants will be kept anonymous.

If you would like to take part in an interview, please click the link below and select a time convenient for you.

Booking Link:

<https://calendly.com/mj-user-interview/35min>

We really hope you can take the time to participate and help us reach our community better.

Kind regards

The Yard – Interview Questions

Interview Script

Introduction: Friendly welcome

Hi Thank you for taking the time to participate in this interview. My name is Michelle and I will be asking you some questions today.

Introduce project: Today we are exploring Yard's website, how you navigate the site and what you are looking for when you visit a site like this. We aim to gain a better insight into the users decision-making process and any factors that help or hinder the users' journey.

This is not a test. There are no right or wrong answers I am here to learn from you and understand your thought process better. Therefore, please be as honest as you feel, I am here to listen and am really interested to find out about your experiences.

Instructions:

The interview will last between 30 - 35 minutes. We will go through some initial questions, which should take 10 minutes. Then I will ask you to go to the Yard website and share your screen. I will observe you performing a simple task on your device (10-15 minutes). We will then finish with a couple of follow up questions and a discussion on some of your experiences which will take another (10 minutes).

Friendly small talk to put participant at ease i.e travel in or hobbies etc of participant. Then begin...

Questionnaire for **previous** client

INITIAL QUESTIONS

Have you heard of Yard or visited there before? Please tell me about your experience

What comes to mind when you think about Yard?

What did you enjoy about your experience?

Was there anything missing from your experience?

What are the qualities of Yard you like?

Have you rented a space like this before? If so why?

Questionnaire for **prospective** client

Have you ever had an event at a community space? If so please tell me about it

What did you like about this space and experience?

What did you dislike about this space and experience?

Did you ever visit their website? If so what did you think?

TASKS *Please navigate to the Yard website* I will now ask you to perform a series of tasks. Whilst you are performing the task, please can you say what you are thinking out loud.

Task 1: Social Media

Question:1 Please find the social media section of the site?

Question 2: What would you do to share info on this site? Please try to do it.

Task 2: Locate information about Yard

Questions 1: If you want to know more about Yard where would you go?

Task 3: Locate events at Yard

Questions 1: If you want to know more about events at Yard where would you go?

Task 4: Locate facilities

If you needed information on the number of toilets at Yard. Where would you go?

Task 5: Bookings

Question 1: Where would you go to make a booking?

Question 2: Do you understand how to make a booking?

Question 3: Do you have any other thoughts on this?

END OF TASKS

LAST QUESTIONS

Is there an action you have performed on another site that you would like to be able to do on here?

Why is that action/feature important to you?

Why is that?

How would you like a company like this to keep in touch with you?