

VW Ask a Driver Interview Guide

Sept 4, 2018

INTRODUCTION

Hello, my name is And I am from a design agency called DDB. We have been hired by Volkswagen in order to help them understand how people conduct research, both when shopping for cars and after purchasing a car. Today we'll be looking at the Volkswagen Canada website to gain insights on how we can make the experience better for you.

It is important to remember that you are not the one being tested. In fact, you're the one doing the testing! If there is something that does not work or you find confusing, it is not your fault, but an improvement to be made to the design. Don't worry that you're going to hurt our feelings. We want to know any frustrations you experience so we can make the site better.

As we go through the test, I'm going to ask you as much as possible to try and think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us in making the site better for its users.

The test should take no more than an hour to complete. We'll start with a 20 minute conversation about how you shop for cars and then move on to the website testing. All of your responses will be kept confidential and anonymous. Your name or identity will not be associated with the results in any way.

If you are happy with this, please sign here.

ICE BREAKER

1. Let's start by you telling me a bit about yourself.
 - What do you do for a living?
 - Where do you live?
 - Do you share your household with anyone (partner, kids, etc.)?

2. Do you currently own a car or multiple cars?
 - What kind of car do you drive?
 - When did you buy it?
 - Was it new or pre-owned?
 - What do you like and dislike about your car?

3. How often do you drive?
 - Where do you drive?
 - Do you like to drive for fun?
 - Do you consider yourself a car enthusiast? (*Probe on if the participant feels like they belong to a community due to the car they own*)

4. How many cars have you owned before your current car?

RESEARCH

1. Tell me about how you maintain your current car.
 - Where do you take your car to get it serviced?
 - Do you go to the dealership or a private mechanic?
 - When you bring your car for servicing, do you ever ask the mechanic any questions?
 - Do you visit the dealer for any reason other than getting your vehicle serviced? Why or why not?
 - Have you purchased any accessories for your car? What about winter tires?
 - How did you decide what/where to purchase?
 - Did you buy an extended warranty with your car?
 - Have you made any claims on it?
 - Did you have any questions about the warranty?
 - Have you had any parts replaced on your car? Was this at the dealership or a private mechanic?
2. Are you in the market to purchase a new car?
 - How did you decide it was time to purchase a new car?
 - Is anyone else involved in the decision-making process? What is their role?
3. Do you have a particular brand or model in mind?
 - If yes, how did you find out about this brand/model?
 - Are there other cars you're considering as well? Why?
4. What features are important to you for your new car?
5. Walk me through the research you did for your current/new car.
 - What type of online research have you done?
 - Did research help you narrow down the make/model of what car you wanted to buy?
 - Have you gone to any manufacturer sites? Looked at models or done the Build & Price?
 - Have you visited any message boards or forums?
 - If yes, how did you find out about this forum?
 - Have you talked to any friends or family?
 - Why did you reach out to that individual for their expertise?
 - Have you watched any reviews on Youtube or looked up reviews on other sites?
 - Which sites?
 - How did you find out about this site?
 - Do you follow any news about cars?
 - Which sites?

- How did you find out about this site?
6. When researching, what types of information were you trying to find out?
 - What kinds of questions did you have while shopping for your new car that you couldn't find an answer for on the manufacturer site?
 - *Probe on: Price? Storage? Fuel efficiency? Custom paint options? Blindspots? Good price for a used car? How expensive is the car to maintain after a warranty? When is the best time to buy? Are packages worth it? Reliability/unexpected problems & issues with the car?*
 - Now that you've had your car for [x] number of years, what kinds of questions have you had about your car?
 - *Probe with examples: What to do if something broke down? How to choose new parts? What about service/maintenance of the vehicle? Warranty redemption? Trade-in value?*
 - Where did you find the answers to your questions?
 - Did you trust this answer/were satisfied with the answer?
 - Were there any questions that you were unable to find an answer for?
 7. Tell me about a time when you got information from the dealer that you didn't trust, or wanted a second opinion.
 8. Has anyone (friends, family) asked you any questions about your car?
 - Was this individual interested in purchasing the same car?
 - How confident did you feel in answering?

START WEBSITE TEST

You mentioned earlier that you had a *[question]* about your current/new car and had previously done research on *[sites the participant mentioned]*.

1. If you were interested in looking up an answer to this question online, can you show me what you would do?
2. What would you search by?
3. Why did you decide to go to this website for this particular question? *[Probe if the participant goes to different sources depending on the question topic]*
 - Is the information on this page helpful to you? And satisfactory? Or would you keep searching?
 - What would you do next after seeing this?

Volkswagen Ask a Driver

Now we are going to go to the Volkswagen Canada website and have a look at a particular page. Let's imagine for the purposes of this test that you had a question about the *[Volkswagen model]* you own.

[Go to <https://justask.vwmodels.ca/>]

1. Take a moment to look at this page. What are your first thoughts and opinions?
2. Were you aware that Volkswagen had a page on the site to ask and answer questions about Volkswagen cars?
 - What are your thoughts about this?
3. How would you find an answer to the question you had? *[Probe if the participant would search for an answer? Filter by model type or feature? Scroll through questions?]*
4. Would you like to filter by any other parameters not listed here?
5. Was this answer satisfactory?
 - How much detail do you want in an answer?
 - What makes you trust an answer?
 - Who do you think is answering these questions?
 - Why do you think these individuals are interested in answering questions?
 - How long ago was the question posted?
 - How important is the recency of the answer to you?
6. How much do you trust the answers on this page?
 - What could Volkswagen do to make you trust the answers more?
7. Are you interested in posting any questions to the site?
 - How likely would you be to do this?
 - Show me how you would ask a question.
8. Are you interested in answering any questions?
 - How likely would you be to do this?
 - Show me how you would answer a question.
 - Did you notice the thumbs-up? Is this helpful?
9. How likely are you to register to answer a question or post a question?
 - Why do you think the site is asking you to register before you post?
 - Would you abandon the experience?
10. Do you have any thoughts or opinions on the navigation and layout?
 - Is this your preferred way to browse or would you prefer a different layout?