

VW Switchover 2019 Interview Guide

March 27, 2019

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 research and shop for cars.

The interview should take no more than an hour to complete. We'll start with a 20 minute conversation about your upcoming new car purchase, and then move on to a test on the Volkswagen website. All of your responses will be kept confidential and anonymous. Your name or identity will not be associated with the results in any ways.

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.

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 used? Why?
 - What do you like and dislike about your car?
3. How often do you (and other members of your family) drive?

DECIDING TO BUY A NEW CAR

4. Are you in the market for a new car?
5. How did you decide it was time to purchase a new car?
6. When are you planning to purchase your new car? Why?
7. Is anyone else involved in the decision process?
 - If yes, what responsibilities do you have?
 - And what responsibilities does your (spouse/family member) have?
8. Do you have a particular brand or model in mind?
 - If yes, how did you find out about this brand/model?
 - Have you or someone in your family owned a Volkswagen before?
 - Are there any other cars you're considering as well?
9. How did you decide on this type of car [*station wagon/compact/convertible/SUV/sedan*] in particular?
 - Explain to me how this type of car best meets you and your family's needs.
 - Did you do any research that helped you narrow down the make/model of car you were interested in purchasing? Tell me about it. (*Probe if the participant has owned this type of car before, or if a lifestyle change such as a growing family or longer commute contributed.*)

RESEARCH FOR NEW CAR

10. What type of research have you done so far?
11. Have you visited the Volkswagen site before?
 - What information were you looking for the first time?
 - On subsequent visits?
12. Did you have any questions while shopping for your new car that you couldn't find an answer to on the Volkswagen 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?)
13. Have you visited any message boards or forums?
 - How did you come across them?

- What did you learn/find helpful?
14. Have you watched any reviews on YouTube or looked up reviews on other sites?
- Which sites?
 - How did you find out about these sites?
 - What did you learn/find helpful?
 - How much do reviews influence your purchasing decision?
15. Have you spoken to any friends or family?
- What did you reach out to them about?
 - What did you learn/find helpful?

FEATURE PROMPT

16. What are the important/must-have features for your new car?
(If participant is unsure, prompt for:
- *Mileage/performance*
 - *Warranty*
 - *Safety: back-up camera, keyless entry, blind spot detection, cruise control, lane change assist*
 - *Space: trunk space, third row seating*
 - *Interior: leather seats, heated seats, heated steering wheel, third row seating, trunk space/storage*
 - *Exterior: colour, alloy wheels, power sunroof)*

Now that you've identified a list of key features, let's switch over to the website.

For Each Feature:

17. What would you like to learn about this feature? Do you have any questions about this feature that you would like answered?
18. What level of detail/information are you interested in?
19. Show me where on the website you would go to find information about this [feature]?

NOTETAKER INSTRUCTION: Please capture the navigation path the user follows when looking up information about a feature.

20. Was it easy or difficult for you to locate information about this feature?
- Where would you have expected to find this information on the site?
 - Did the website answer your question in a satisfactory way?
 - If not, what would your next step be to find out more information?

FEATURES TO PROBE ON

Colour

21. How important are photos to you in your research process?
22. What kinds of images do you find helpful?
23. What do you expect to happen when you click on either of the arrows? [*Probe on if the participant notice the component is interactive?*]

Trim

24. What does 'trim' mean to you? Have you heard of this term before?
 - What do the words Comfortline, Highline, and Exceline mean to you?
25. How helpful is this comparison chart? [*Probe if the level of information is overwhelming for the participant at this time*]
26. How do you know which feature is available in which trimline?
27. How would you decide which trimline to start building?

Warranty

28. What are your expectations for the warranty that comes with a new car purchase?
29. How much does the warranty factor into your car purchase?

Special Offers

30. When you bought your last car, did you take advantage of any special offers?
 - How did you find out about this offer?
 - How important was the offer in your decision to purchase the car?
31. How important are special offers to you for your upcoming car purchase?

Reviews

32. What's your first impression upon seeing user reviews on a car manufacturer site? Is this useful to see at this point in the shopping process?

33. Would you ever leave a review on a car manufacturer site?

Highlights & Standard Features

34. What does the phrase 'Highlights' mean to you?

- What does 'see trimline for availability' mean? *[Probe if the participant understands that not all features come with all trimlines]*
- How would you find out more information about a feature listed here? *[Probe if the participant realizes that the icons are clickable]*

35. What does the phrase 'standard features' mean to you? What features would you expect to find in this section?

Safety

36. How familiar are you with these safety features? *[Probe if the terminology being used is clear, ie. does the participant understand what front assist means?]*

Specifications

37. What is the difference to you between a feature and a specification?

38. How do you know which feature is available in which trimline?

39. How would you find out more information about a feature on this page?

BUILD & PRICE

If you'd like to configure a model and figure out how much it would cost you, please show me where you would go on the website to do this.

40. How do you decide what model to build & price?

41. How do you decide what engine and transmission to pick?

42. Was it easy or difficult for you to make this decision? Why?

43. What are your options on this page?

44. How do you decide on a colour for your car?

45. Do the different paint options affect the price of the car?

46. What are your options on this page?
47. How do you decide on an interior for your car?
48. Are there any options on this page that appeal to you?
49. If you are interested in a feature or add on, are you being given enough information here to make a decision? What other information might be helpful?
50. Are you interested in purchasing accessories at this point?
51. How are you planning to pay for the car. Show me how you'd figure out what the payment is.
52. What are the benefits of paying in cash vs. financing vs. leasing?

NEXT STEPS

53. What is your next step in the purchase process?
54. Have you visited a dealership yet?
 - How do you decide when you're ready to visit a dealership?
 - How will you decide what dealership to visit? [*Probe for recommendation from friend, location, etc.*]
 - Are you planning to visit more than one dealership?
 - What are you planning to do at the dealership?
 - Will you bring anyone with you when you visit the dealership?