

## Screening Questions

What kind of car do you own?

Does our car have an automotive infotainment system?

Note: define an infotainment system as a screen display in a car if the interviewee is not familiar with the term.

## Current User Questions

Notes: Based on what each user has NOW, what process could be improved on the current system that they have.

Introduction: Hello, my name is \_\_\_\_\_, and I am a part of team crunchy toast. We are working to create an innovative automotive infotainment system for our team project. Our goal is to create an infotainment system that prioritizes a good user experience and cool new added features. Please let me know your honest opinion and thoughts on any of the things we might cover in our conversation. Please speak for yourself and not for every wo/man.

Building Rapport Questions: How are you doing today? Do you listen to music and/or podcasts?

1. Getting to know the customer:
  - a. Tell me about what your typical weekday looks like.
  - b. What is your current occupation, if any?
  - c. Do you commute to your job? How often? What do you use?
  - d. How often do you use your car radio?
2. Topic-specific questions (current product)
  - a. Tell me about the last time you drove.
  - b. What step-by-step process do you go through when you get into your car?
  - c. What are you currently doing to make this [problem/task] easier?
  - d. List what main features you use in your car. (HVAC, Radio, windows, seat warmers)
  - e. How do you use your radio during your commute?
  - f. Do you use in-car nav or apple maps user?
  - g. How do you use the navigation in your car?
    - i. Take me through the steps of setting your GPS to plot your route home.
    - ii. How do you switch between screens while driving?
3. Future product/plan the demo/features
  - a. How do you feel about your current radio/infotainment system/GPS system?
  - b. What is a feature on your infotainment system that you enjoy?
  - c. What is a feature on your infotainment system that you would change?
  - d. Are you looking for an alternative for [x]?
  - e. What else haven't you mentioned that you would like to add or remove?

Conclusion: Thank you for your time and valuable experiences. We really appreciate it. Are there any questions you have for us?

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## Future Customer Questions

Notes: Establish a connection, what are you currently using, create specific questions on the features

Introduction: Hello, my name is \_\_\_\_\_, and I am a part of team crunchy toast. We are working to create an innovative automotive infotainment system for our team project. Our goal is to create an infotainment system that prioritizes a good user experience and cool new added features. Please let me know your honest opinion and thoughts on any of the things we might cover in our conversation. Please speak for yourself and not for every wo/man.

1. Building Rapport Questions: Getting to know the customer:
  - f. Tell me about what your typical weekday looks like.
  - g. What is your current occupation, if any?
  - h. Do you commute to your job? How often? What do you use?
2. Topics –fill in x with Bluetooth connection, making a call, change playlist, add stop on route, change climate control, custom voice assistant
  - a. Would you use (x)?
  - b. How do you feel about (x)?
  - c. Would (x) add value to your drive?
  - d. Is this a feature that you could see being used in the next 5-10 years?

Conclusion: Thank you for your time and valuable experiences. We really appreciate it. Is there any questions you had for us?