

## **User Research Script (Sassy Biker Sisters App)**

“Welcome to the user interview for research purposes driving the user experience. Thank you for joining me today. As a reminder, there are no wrong answers. We are just looking for honest responses.”

“The interview today will take approximately 20-25 minutes. We will take breaks as often as you need them so just let me know. If you need clarification, please ask.”

“Before we begin, I would like to request permission to record this interview. The recording will be viewed within the product team and for the purposes of product development. May I record this session?”

### **[If yes:]**

“Thank you.”

“We will begin recording now.”

### **[If no:]**

“No problem. I understand.”

“Okay. Let’s begin.”

We’re developing an app for women who ride motorcycles to increase connection within the community. This will be connected to a Podcast that focuses on interviewing women around the US who ride - more personal since those that you’re interviewing are part of SBS?. They discuss their unique perspective on rides, philosophy and

best practices. We're interested to hear about your experience as a woman rider and how tech might help expand that experience.

- 1) "How long have you been riding motorcycles?"
- 2) "How often do you ride?"
- 3) "Are you currently involved in a group that rides together?"

**If no move to question 4.**

**If yes:**

- a) Approximately how many women ride along with you in that group?
  - b) What tools have you used to keep in touch with these women when you're not riding together?
- 4) What challenges have you encountered as a woman riding motorcycles?**
- a) "What else?"
- 5) Are there certain things you've considered that could help you overcome these challenges?**
- 6) How do you find new rides to go on?**

**7)** What do you consider when planning a new ride?

**8)** What technology platforms do you currently use to learn more about women and motorcycles?

**9)** “Is there anything I said here today that you would like to add or elaborate on?”

“What else comes to mind?”

“Thank you for your time! This information has been extremely beneficial! I will end the recording now.”