

Jobs to be done Interview Script

Intro

[At the very beginning, have a 1-2 minute small talk make the participant feel comfortable, for example chatting about the weather, where they have located, or comment on something you see on their end.]

My name is XXX and I am a User Researcher. Thanks for agreeing to participate in this feedback session! Today we are going to talk about bitcoin wallets. I am interested in which wallet/wallets you use and why.

*Before we start, I want to emphasise that we are looking for your **open and honest feedback**. It's informal discussion where we are interested in stories how you started using {product}. We are not interested in any private matters, so feel free to not answer any of our questions should you not feel not comfortable*

***This session will be recorded** so I can view the video later.*

Are you ok for me to record the session?

Do you have any questions before we begin?

Okay, I am beginning the recording. [START RECORDING] Feel free to keep the camera on or off as you wish.

Understand the timeline

[At this point you want to set context for the user and their situation.]

Imagine we are shooting Netflix documentary movie and you will be telling us stories what's your Bitcoin journey, how you started with {product name} and how your usage of the mobile app looks like.

Do you remember the day you sign up for {product name}? What's the story there?"

[Here you're trying to understand sequence of events how they started with the product and context of those events.]

Example "I was ****wallet name** user and **xyz** happened and I was afraid of my savings, so I start looking for bitcoin-only company. I heard about bitcoin **wallet xyz** on some podcast, so I went to the website and did sign up."

[The journey usually has the following stages:

1. Passive looking

2. Active looking
3. “Buying” the product
4. Usage

At each stage people have internal struggle. We are trying to understand the struggle by identifying 4 forces:

- Push → *What pushes people to think about alternative solution?*
- Pull → *Why are people intrigued by our product?*
- Habits→ What are people used to in the product they use currently?
- Anxieties → What people fear about when they think about switching to a new product?

Your goal is to break down their journey, step by step, to discover the push, pull, habits, anxieties for every part of the journey stage.

Repeat the main themes you heard to ensure you got things right.]

Understand how the product is consumed

[You're looking to understand how the user interacts with your product and why.]

When was the last time you opened the app? Why did you open it and what was the context?

- When do you typically use our {product}?
- What do you generally love about our {product}?
- What do you find frustrating?

[Repeat the main themes you heard to ensure you got things right.]

Outro

Thank the participant for their time