Interview Script | Seed: end-to-end app

Opening: Hi I'm Carol. Thank you so much for meeting me today. I want to learn about your experience with setting goals and the tools you might have used to help you set and achieve your goals. I am trying to design an app for smartphones that would be enjoyable and useful for people like you, in their teenage years to late twenties. I hope this app can help young people develop good habits and break bad habits for achieving their goals.

Your thoughts and answers to my questions will be valuable for how I decide to design this app. If there is a question you don't want to answer, that's okay. Just let me know, and we can pass it. If you are comfortable with it, could I record our session to help with my note-taking? You can keep your camera on or off as you're comfortable with. I will keep your identity and what you share with me here today private.

Demographics:
Name, Age, Location, Hobbies, Favorite apps, Profession (if applicable)

Questions
- Setting goals:
  - How do you make goals?
  - What are some common daily goals you have?
  - What are some long term goals you have?
  - What inspires you to set goals?
- Achieving goals
  - What are some goals you have completed?
  - Which ones have you not completed or are still a work in progress?
  - What tools have you used in the past to achieve your goals? (both digital and non-digital)
  - If you use any tools currently, what do you use?
    - Could you show me an example of how you use that tool?
  - What keeps you working towards your goals?
  - Do you prefer to work towards a goal on your own or involve outside help for encouragement, guidance, and accountability? Or do you like both of these methods?
- Tracking tasks/progress (ie. to-do list)
  - What do you do to make a goal manageable and achievable?
  - Do you track your tasks and progress towards achieving a goal? Why or why not?
- Possible product
  - In the next day: what are 3 tasks you want to complete?
  - In the next month: what is a goal you want to achieve?
  - In the next year: what is a goal you want to achieve?
  - What kind of goals would using a mobile app be helpful for?
  - Would you use an app frequently if it was to help you achieve a specific (like exercise/health/budget/academic) goal or something more general?

Thank you so much for your time and help in providing your thoughts on this topic. I would also like to ask if you are open to doing a 3-day diary log for how you make and track progress on tasks/short-term goals. If this is something you are open to, I will send you a follow-up email with a simple template for how to complete this log. It is definitely okay too if you would prefer not to. Thanks again!