

Interview Guideline

The Role and Potentials of Field User Interaction Data in the Automotive UX Development Lifecycle

1. Introduction (10 minutes)

- Personal introduction
- Research goals
- Definition of field user interaction data
- Interview structure
- Resolve follow-up questions

2. Interview

a. Pre-Design Stage (15 minutes)

Question 1/9 - State-of-the-art

Where in the pre-design stage do you incorporate (field) user interaction data in your decisions?

Question 2/9 - Challenges

What are the most time consuming and expensive tasks the pre-design stage?

Question 3/9 - Potentials/Opportunities

What information regarding the user, the system and their interaction would benefit the pre-design stage?

b. Design Stage (15 minutes)

Question 4/9 - State-of-the-art

Where in the design stage do you incorporate (field) user interaction data in your processes?

Question 5/9 - Challenges

What challenges do you face when evaluating the quality and/or usability of a design during the design stage?

Question 6/9 - Potentials/Opportunities

Where do you see potential, that the usage of field user interaction data might ease the design process?

c. Post Design Stage (15 minutes)

Question 7/9 - State-of-the-art

Do you gather feedback from the field users after the design was deployed in a product, and if so how?

Question 8/9 - Challenges

What are the challenges in collecting feedback from the users after deployment to the end user?

Question 9/9 - Potentials/Opportunities

What additional information regarding field user interaction would benefit the post design phase?