

Tarot App – User Research Interview Script

Intro

Thanks so much for agreeing to speak with me today! I'm working on an app that will help users in their tarot practice. I would like to ask you some questions to help guide me as I get started.

Do you have any questions for me before we begin?

Interview Questions

What is Tarot?

- How do you feel about tarot?

How familiar do you feel with Tarot?

- How did you learn to read tarot cards?
- What has prevented you from learning to read tarot cards?

How would/do you use Tarot in your daily life?

- What sorts of questions would/do you ask?
- When would/do you perform readings?
- Do/would you read for yourself, or for other people? Why?

Have you ever used any new-age digital resources? (Tarot, astrology, numerology, moon cycles, etc.)

- If so, which ones? What do you like about them? Where is there room for improvement? What devices do you use them on?
- If not, are you using any non-digital resources?
 - If so, which ones? What do you like about them? Where is there room for improvement?
 - If not, what might entice you to explore a new-age resource?

How do you usually go about learning a new subject or skill?

- What's the hardest part about learning a new subject or skill?
- When learning a new subject or skill, how do you measure success or failure?

What educational apps have you tried?

- What do you like about them?
- What devices do you use them on?
- Where is there room for improvement?

What self-help or wellness apps have you tried?

- What do you like about them?
- What devices do you use them on?
- Where is there room for improvement?

What apps do you use for notetaking or journaling?

- What do you like about them?
- What devices do you use them on?
- Where is there room for improvement?

What apps do you turn to for entertainment?

- What do you like about them?
- What devices do you use them on?
- Where is there room for improvement?

Do you have anything else you would like to share with me regarding what we have discussed today?