

## Example Guide for a Semistructured Interview

This example interview guide is available from: [www.nngroup.com/articles/interview-guide](http://www.nngroup.com/articles/interview-guide).

1. Before we begin, would you mind telling me a bit about yourself?
  - *Do you live alone or with anyone else?*
  - *What do you do for a living?*
  
2. Walk me through what a typical meal in your home looks like.
  - *How do you decide what to have?*
  - *Are you typically cooking for yourself or for others?*
  - *You mentioned you [do / don't] like to cook. Why is that?*
    - i. *Tell me more about that.*
    - ii. *Why is that important to you?*
  
3. For the days that you cook, walk me through how you plan what to cook for your meals.
  - *How do you decide that's what you'll have each day?*
  - *Where do you get your ingredients from?*
  - *Do your plans ever change?*
    - i. *Can you give me an example of a time where they changed?*
    - ii. *Why did you need to change your plans?*
    - iii. *How did you feel about that?*
  
4. Can you tell me about a time where you cooked something new?
  - *When was this?*
  - *What did you cook?*
  - *Why did you cook that dish?*
  - *Did you follow a recipe?*
    - i. *What happened?*
    - ii. *What did you think about that?*
  - *How did it turn out?*
  - *Has this happened to you before?*
    - iii. *What do you think about that?*
    - iv. *Tell me more about that.*
    - v. *Why is that important to you?*

5. If there's one thing you could change that would make it easier to cook meals at home, what would it be?
  - *How would that make it easier for you?*
    - i. *Tell me more about that.*
    - ii. *Why is that important to you?*
6. Do you have anything else you'd like to share about this topic?