

Background/Consent

Participant Briefing (<5 minutes)

Thanks for agreeing to help us today. My name is _____, and I will be leading the interview today.

Session length, break any time

The session will last half an hour to 40 minutes. If you need a break at any time, just let me know.

Recording

As you know, I would like to make a recording of this meeting so that I don't miss anything. Your full name will not be associated with the recordings or any other information that we collect, and we do not share or publish these recordings publicly. Is it OK if I record our conversation and the computer screen?

Honest feedback

In the next half hour I'll be asking you lots of questions, and please know that there are no wrong answers. Keep in mind that you can be completely open and honest with your feedback. I will be showing you an early prototype that we are trying to improve, so we want to hear the good and the bad.

Questions?

Do you have any other questions for me?

...

Let's get started.

Intros

I'm going to start with a couple background questions.

1. What kinds of activities do you like to do outside or in nature?
2. Are you familiar with the term 'plogging'? What does it mean to you?
3. Do you consider yourself a plogger?
4. Tell me about a time when you cleaned up litter on the street or another public space.
 - Is this something that you do on a regular basis, or was just a one-time?
5. Have you ever helped organize a cleanup or maintenance activity in a neighborhood or park? Tell me about that.
 - Did you keep track of time spent or what you accomplished? How?
6. Tell me about the smartphone apps you use regularly.
 - What keeps you coming back to them?

Next, I'm going to show you a prototype of a smartphone app for plogging.
[Screenshare]

Intro screens

1. Let's say that you opened up the app for the first time, and you saw this screen.
What would you do next?

[instruct them to click instead of swipe if necessary]

2. [Tutorial]

Based on the screens that you just saw, what would you expect the app to allow you to do?

3. [Account]

What would you do next?

[instruct to Facebook connect]

4. [Location]

If you were doing this for real, would you click 'Allow' at this point or not?

Local/Blank Slate

Without clicking on anything yet...

1. What is this screen showing you?
2. What could you do from here?
 - a. Get badge
 - b. Plog
 - c. Invite
3. Looking at the menu on the bottom, what would you expect to find under each icon?
 - a. Plog
 - b. History
 - c. Local
 - d. Profile
 - e. More
4. What would you do next?
[Instruct to click on plog if they don't]

Plog

5. Tell me what this screen would allow you to do.
 - a. Log/Flag
 - b. Litter Types
 - c. Photos – what kinds?
 - d. How?
 - e. Who?
6. What would you expect to happen if you clicked 'Log' from here?
7. **Badge**
What is this showing you?
8. What would you do next?

History

1. What is this showing you?
 - a. Achievements
 - b. Plog Log
2. What would you do next?

Local

1. What is this showing you?
 - a. Tabbed nav
 - b. Offer
 - c. Plogs
2. What could you do on this page?

Profile

[instruct to click]

3. What is this screen showing you?
4. Do you have any privacy concerns about this app? Anything you wouldn't be comfortable sharing through the app?

Wrap-up

Now that you've had a chance to review a few screens, I have a couple of follow-up questions.

Based on what you saw today:

- Is there anything you either especially liked or disliked about the app or how it works?
- Is there anything missing that you would like to see?

Finally, I'm going to show you a list of potential features. I'd like you to organize those features from ones you like best to ones you like least.

[send link to ranking question]

- Badges/Achievements
- 311/City app integration
- Social media sharing
- Weather alerts
- Ability to post photos
- Tracking your route
- Specials from local businesses

Thank and end session.