

Interview Guide

Semi-structured guide used across four in-depth interviews with Lorain County residents who had considered or used grave-care services.

Project: Sheffield Grave Care · UX Redesign

Format: 1:1 · 45–60 min · audio recorded

Participants: P01–P04

Opening (5 minutes)

1. Thank participant. Confirm consent to record and use of pseudonymized quotes in published materials.
2. Brief introduction: what the conversation is for, that there are no right or wrong answers, that we want their honest experience.
3. Warm-up: tell me a little about how you came to be looking into grave-care services.

Section 1 — Current pain points (10 minutes)

1. Walk me through what happened the last time you tried to book or research a service like this. Where did you start?
2. What was easy about that experience? What was hard?
3. Were there moments where you almost gave up? What was happening at those moments?
4. If you could change one thing about that process, what would it be?

Section 2 — Pricing perception (10 minutes)

1. How important is upfront pricing when you're considering a service like this? Walk me through why.
2. When you can't find a price on a service website, what does that signal to you?
3. Have you ever abandoned an inquiry because of unclear pricing? Tell me about that.
4. What's your reaction when a site says "request a quote" instead of showing a number?

Section 3 — Mobile context (8 minutes)

1. When you've used your phone to research grave-care services, where were you physically?
2. How was that experience? Were you trying to do this on the go, at home, or somewhere else?
3. What's hard about doing this on a phone specifically?
4. Were there moments when you switched to a computer instead? What prompted that?

Section 4 — Trust signals (12 minutes)

1. What makes you trust a grave-care business? What signals matter most?

2. I'm going to list a few credentials — tell me which ones influence you, and which feel like noise:
insurance · LLC status · veteran-owned · local business · Google reviews · BBB rating · time in business.
3. Where on a website do you expect to find that information? Where should it be?
4. What's the difference between a credential that feels trustworthy and one that feels like marketing?

Section 5 — Closing (5 minutes)

1. Is there anything I haven't asked about that you think is important to this experience?
2. If a designer were redesigning a site like this, what's the one thing you'd want them to know?
3. Thanks. Confirm follow-up arrangements and incentive delivery.

Interviewer notes. Keep section transitions natural — let the participant lead when something is generating energy, even if it's slightly out of section order. The goal is theme depth, not strict coverage. Capture verbatim quotes when something rings true; you'll thank yourself in synthesis.