

Interview Protocol for Contextual Interview

Introduction	<p>Hi, how are you today? I'm so glad you could be here today. Thank you so much for coming!</p> <p>My name is Snir Amar, and I am a Designer who specializes in human interaction design.</p> <p>Right next to me is [Name], who will be taking notes throughout the duration of the interview.</p> <p>The goal of this session is to get your expert opinion through your personal experience of how to help people to navigate and engage with streaming platforms more easily and meaningfully</p> <p>The session will take about 45 minutes.</p> <p>All information collected will be confidential.</p> <p>Before we begin, I will need your consent for participation in the study. I will go over it in detail and hand you a copy.</p>
Core questions:	<p>What is your full name?</p> <p>What is your current age?</p> <p>What is your occupation (or occupations)?</p> <p>Can you walk me through a typical day?</p> <p>When does streaming usually happen in your day?</p> <p>What device(s) do you usually use?</p> <p>Do you usually watch alone or with others?</p> <p>Tell me about the last time you watched something. Walk me through what you did from opening an app to pressing play.</p> <p>Platform choice: When you decide to watch, which platform do you open first—and why?</p> <p>When you can't decide what to watch, what do you do next?</p> <p>Tell me about a time when finding something took too long. What happened?</p> <p>When recommendations don't feel right, what do you do?</p> <p>Do you ever stop partway through a show or movie? What usually leads to that?</p> <p>Tell me about the last time you watched something. Walk me through what you did from opening an app to pressing play.</p> <p>Platform choice: When you decide to watch, which platform do you open first—and why?</p> <p>When you can't decide what to watch, what do you do next?</p> <p>Tell me about a time when finding something took too long. What happened?</p> <p>When recommendations don't feel right, what do you do?</p> <p>Do you ever stop partway through a show or movie? What usually leads to that?</p> <p>Have you ever used AI? What did you use, and how did you use it?</p>

	<p>How do you feel about AI in general? Have you ever interacted with voice AI (e.g., speaking to a device or assistant)? Have you used text-based AI (e.g., chat/assistants)?</p>
Tour	<p>Please show me where you usually start. When you're ready to watch, could you open the app you typically choose first and walk me through your first minute? Please show me how you look for something to watch when you're not sure yet. Browse as you normally would and, if you can, talk me through what you're noticing or considering. Please show me how you find something specific. When you already have a title, actor, or genre in mind, could you show me how you search and decide?</p>
Closure	<p>Do you have any questions for me? Is there anything you'd like to add that I didn't ask you?</p> <p>I will be collecting all the data of our conversation in order to create a more efficient and pleasant journey for streaming services. As part of the confidentiality, I will change your name delete the video after collecting all the data.</p> <p>Thank you so much for your time and answering my questions!</p>