

DISCUSSION GUIDE - AUDIENCE INTERVIEW

Use this template to plan a discussion guide for customer interviews. This is indicative of the sort of areas you might explore - each guide should be tailored for the specific interview and project.

	What do we want to find out	What will we ask	Response capture
Profile	E.g. Build a picture of the person we are speaking to	E.g. - What's your profession? - Are you already a support of GST charities?	
Behaviours	E.g. their current donation practices	E.g. - Do you donate to charity already? - Which charities do you donate to? - How do you donate to them?	
Preferences	E.g. Who they donate to and why	E.g. - Why do you support these charities? - Why not GST charities? - What would make you donate more in the future?	
Attitudes	E.g. What do they like and dislike about donating At what points could we improve their experience	E.g. - How does donating to GST charities make you feel? - What is the most difficult part of donating? - What's the most enjoyable?	