

# Tanu Seth

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**USER RESEARCH:**

**CONDUCTING INTERVIEWS**

## INTERVIEW SCRIPT

Hi, \_\_\_\_\_. My name is Tanu Seth, and I'm going to be walking you through this session today. We're conducting interviews to better understand how people approach learning a new subject and vocabulary. The session should take 15 - 20 minutes.

The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let's get started. I'd like to ask you just a few quick questions for a project we're working on about education and learning new vocabulary.

### Questions:

Q1. Have you ever learned new language and/or vocabulary words and what was the medium e.g. book or online or an app?

Q2. What was your goal e.g. Speaking, conversation, vocabulary, or grammar?

Q3. Did you meet your goal? If yes, what was good about that medium (app, book, or any website) and if no, what did not work, and when did you start learning?

Q4. Did you ever face any other challenges?

Q5. If there is any one thing which you would like to add or improve (in the medium you chose), what will that be?

Q6. Do you think, what would make more easier to learn a new language or words at mobile?

Q7. What else do you do to keep yourself up to date with the language and/or the vocabulary you learnt?

## INTERVIEWEE 1

**Name:** Bob Ruediger

**Age Range (Under 20, 20-30, 30-40, 40+):** 30-40

**Profession:** Data Analysis

**Native Language and where are you from? :** English, I am from USA

**Other Languages Known:** Korean, little bit German, French, and Chinese

**Do you use Smart Phone (Yes/No)? :** Yes

**Hobbies:** Traveling, watching TV, listening to music etc.

### Questions:

**Q1. Have you ever learned new language and/or vocabulary words and what was the medium e.g. book or online or an app?**

Ans – Yes, I study Korean through YouTube, books, and Duolingo app from all the sources. My wife is from Korea, but she knows English too. Actually, I need to learn Korean language to comfortable talking with her parents and relatives. That's why I went online and try to learn Korean language. I know little bit German, French and Chinese too.

**Q2. What was your goal e.g. Speaking, conversation, vocabulary, or grammar?**

Ans – To communicate better with my wife. Earlier, I was living in Korea so whenever I need to order food or travel somewhere, I have to speak in Korean. That's why, I decided to better understand and to communicate in a better way with the people there.

**Q3. Did you meet your goal? If yes, what was good about that medium (app, book, or any website) and if no, what did not work, and when did you start learning?**

Ans – Not yet, some basic and hard things, I am still learning like some hard words I still didn't get it. I used Flash card vocabulary app to learn like, Duolingo. I enjoyed Duolingo app because they have game feeling, pictures, interesting questions, and we can easily complete the sentence also because they have

options to choose to complete the sentences. They generally give rewards which I like the most. I feel really happy to see my rewards.

Other than that, there is something which I don't like e.g. repeating lessons again and again. It was kind of frustrating for me.

**Q4. Did you ever face any other challenges?**

Ans – Hmmm yes, it was too much work which I don't like. I feel like I am studying really hard and sometime feel bored too.

**Q5. If there is any one thing which you would like to add or improve (in the medium you chose), what will that be?**

Ans – More customize lessons, and new vocabular words because only 20% words was new and 80% was old in Duolingo.

**Q6. Do you think, what would make more easier to learn a new language or words at mobile?**

Ans – Mobile using is more fun, but not being serious learning. I would prefer by desktop and laptop, because I can make notes on it easily, and I could learn seriously there.

**Q7. What else do you do to keep yourself up to date with the language and/or the vocabulary you learnt?**

Ans – I mostly try to use often. I try to conversation with my wife's family. I try to do google translation. I tried Quizlet too, there are some games which I feel enjoyable to learn, and it has same feeling like Duolingo.

**Quotes:**

- "I would like to add more customize lessons, and new vocabular words"
- "I would prefer learning by desktop and laptop, because I can make notes on it easily"

**Doing:**

- He is learning Korean through YouTube, books, and Duolingo app.
- To keep himself up to date with the language, he mostly try to use often.

## **Feeling:**

- Enjoyed Duolingo app because they have game feeling, pictures, interesting questions, and rewords system which he liked the most.
- He feels board when there are too much work and long and repeating lessons.

## **Thinking:**

- Mobile using is more fun, but not being serious learning.
  - Lessons should be short and summarize especially for mobile learning.
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## **INTERVIEWEE 2**

**Name:** Bridget Wu

**Age Range (Under 20, 20-30, 30-40, 40+):** 20-30

**Profession:** Fashion Designer

**Native Language and where are you from? :** Chinese, and Mandarin, and I am from New York and basically from Taiwan

**Other Languages Known:** French, Spanish, Italian

**Do you use Smart Phone (Yes/No)? :** Yes

**Hobbies:** Traveling

## **Questions:**

**Q1. Have you ever learned new language and/or vocabulary words and what was the medium e.g. book, online, or an app?**

Ans – Yes, I learn from Duolingo app to brush up Spanish and Italian, online platform Yo-yo Chinese to learn mandarin, and studied French in high school.

**Q2. What was your goal e.g. speaking, conversation, vocabulary learning, or grammar?**

Ans –To learn conversational language was my main purpose so that If I will go to my country, I could order food and talk to their people.

**Q3. Did you meet your goal? If yes, what was good about that medium (app, book, or any website) and if no, what did not work, and when did you start learning?**

Ans - Not yet I just learnt basic. Actually, I couldn't give proper time to it. I never passed even binger level, but sometimes, I do practice with my friends who can speak Mandarin language. I started learning couple of years ago.

**Q4. Did you ever face any other challenges?**

Ans – I would say, in Duolingo, they have kind of repeating words, and it has lot of old words too. That's why I could never create my interest on it.

**Q5. If there is any one thing which you would like to add or improve (in that app, or book, or website), what will that be?**

Ans – In supplementary, I would like to add the option to skip certain words at Yo-yo and Duolingo.

**Q6. Do you think, what would make more easier to learn a new language or words at mobile?**

Ans – Short, summarize and quite impressive lessons so that people can develop their interest in mobile learning because if there were quite lengthy and long lessons, we can't make notes on it and even uses phone means a lot of social interactions.

**Q7. What else do you do to keep yourself up to date with the language and/or the vocabulary you learnt?**

Ans –Not much, I try to speak with my parents sometime and translate some words on google.

## Quotes:

- “I would like to add the option to skip certain words”
- “My main purpose was to learn conversational language to go on Duolingo and Yo-yo Chinese website”

## Doing:

- She learns Spanish and Italian from Duolingo app and Mandarin from Yo-Yo Chinese website.
- To keep herself up to date with the language, she generally speaks with her parents and practice with her friends.

## Feeling:

- Need to give dedicated time to learning if seriously she wants to learn a new language.
- She feels frustrating If there is unnecessary lessons and repeating words which she can't skip.

## Thinking:

- Lessons should be short and summarize for mobile learning because people can easily distract on mobile due to social interactions.
- The new vocabulary words should be added to create an interest in learning.

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## INTERVIEWEE 3

**Name:** Logan Beck

**Age Range (Under 20, 20-30, 30-40, 40+):** 30-40

**Profession:** Visual Designer

**Native Language and where are you from?** English, I am from Colorado

**Other Languages Known:** Spanish, Italian

**Do you use Smart Phone (Yes/No)?** : Yes

**Hobbies:** Cooking, Hiking, and Reading

### **Questions:**

**Q1. Have you ever learned new language and/or vocabulary words and what was the medium e.g. book or online or an app?**

Ans – I have learnt different languages like Spanish and Swedish. Spanish for Mexico, Swedish for Sweden because I lived Mexico and Sweden both. I learned Swedish from Duolingo app and Spanish from Babble. I didn't like Babble much because I can't learn from my mobile, and mobile is easier option for me to learn.

**Q2. What was your goal e.g. speaking, conversation, vocabulary, or grammar?**

Ans – It was mostly speaking. I especially learn for travelling purpose as I travel a lot in other countries.

**Q3. Did you meet your goal? If yes, what was good about that medium (app, book, or any website) and if no, what did not work, and when did you start learning?**

Ans – Not yet, it was repeating way, long lesson, repeating words. If I get the call on my mobile, I got distracted and then forget to go back. I started learning when I was 13 years old.

**Q4. Did you ever face any other challenges to use that app/book/website?**

Ans –Yes, I face other challenges too like: Signing up process was too long and frustrating for me. Other than that, when I use that app or website, it comes with sounds, and I can't use that where I need to maintain silence like in bus, airplane, or waiting area etc. Some apps or website do not give the options to choose category by yourself like, If I want to learn new words related to cooking or any



other subject, I can't choose. I need to go for according to their define categories or process.

**Q5. If there is any one thing which you would like to add or improve (in that app, book, or website), what will that be?**

Ans – Choosing option or I would say search option should be there so that people can learn new words in that direction or related to that category which they really want to learn. And I would like to add the skip option too so that we do not need to go through their all process or levels.

**Q6. Do you think, what would make more easier to learn a new language or words at mobile?**

Ans – Short lessons make mobile learning easier and interesting.

**Q7. What else do you do to keep yourself up to date with the language and/or the vocabulary you learnt?**

Ans - I listen to Spanish latest music to add on and keep fresh my vocabulary and try to understand the full song. Sometimes I speak with my friends who knows Spanish, and I also follow them on you tube, and social channels so that I could do conversation with them.

**Quotes:**

- “I would like to add the skip option so that we do not need to go through their all process or levels.”
- “Short lessons make mobile learning easier and interesting.”

**Doing:**

- She learned Swedish from Duolingo app and Spanish from Babble.
- She follows her friends on you tube, and social channels so that she could do conversation with them.

**Feeling:**

- Signing up process was too long and frustrating for me.
- Feeling really bad when some apps comes with sounds, and I can't use that where I need to maintain silence like in bus, airplane, or waiting area.

## Thinking:

- The search option should be there where people can search the category in which they really want to learn.
  - Music can help learning new language and vocabulary words too.
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## INTERVIEWEE 4

**Name:** Rachel Lee

**Age Range (Under 20, 21-30, 31-40, 40+):** 31-40

**Profession:** Flight attendant

**Native Language:** Korean, I am from Korea

**Other Languages Known:** English and little bit of Spanish

**Do you use Smart Phone (Yes/No)?:** Yes

### Questions:

**Q1. Have you ever learned new language and/or vocabulary words and what was the medium e.g. book or online or an app?**

My native language is Korean, but it is mandatory to learn English in Korea from elementary school, so I learned English from when I was young and even now (even though I am fluent in English). Then I moved to Miami and lived there for 3 years. That's when I felt like I had to learn Spanish and I started to be interested in learning Spanish, because I was surrounded by people who speak Spanish. So, I used Rosetta stone and Duolingo mainly. I loved to study my own. I believed the app and program had its own structure, so I trusted and followed them. It wasn't easy but I was pretty good at keeping track so now I know a little bit of Spanish even though now I forgot most of them since I moved to Dallas.

**Q2. What was your goal e.g. speaking, conversation, vocabulary, or grammar?**

Ans - I want to fluently speak in Spanish with my Hispanic friends. I wanted to understand what they were talking about. So, I would say my main goal was having a fluent conversation with my native speaker friends.

**Q3. Did you meet your goal? If yes, what was good about that medium (app, book, or any website) and if no, what did not work, and when did you start learning?**

Ans - Not really meet the goal, because compared to the amount of time I spent, I felt like I only achieved little. For the 3 years I lived there and studied, I only was able to hold a conversation about very shallow topic.

**Q4. Did you ever face any other challenges?**

When I learned Spanish, yes, I had a lot of challenges because mostly I studied by myself just following the guidance from the app I used. So, whenever I practiced what I had learned, I got feedback like it is not natural. So that threw me off a little bit.

**Q5. If there is any one thing which you would like to add or improve (in that app, book, or website), what will that be?**

I chose to study with apps, so if i want to add a new function to make it better it would be providing more lecture sections. For example, with Rosetta stone, it didn't have any grammatical or explanation section, so I really had a hard time to understand what this chapter was trying to teach me. So, I would add more study sections that cover grammatical information or idiomatic information etc.

**Q6. Do you think, what would make it easier to learn a new language or words on mobile?**

By making it a game or quiz, I definitely don't want to feel pressured so if it was a form of a game or quiz that I can just enjoy for a bit and learn at the same time, that would be great.

## **Q7. What else do you do to keep yourself up to date with the language and/or the vocabulary you learnt?**

So, when I learned Spanish, I tried to hang out with my native speaker friends. Also, watching Spanish TV show helped me a lot to keep up with the vocabulary or phrase I learned.

### **Quotes:**

- “I definitely don’t want to feel pressured so if the lesson would be a form of a game or quiz that I can just enjoy for a bit and learn at the same time”
- “It would be providing more lecture sections. For example, with Rosetta stone, it didn’t have any grammatical or explanation section, so I really had a hard time to understand what this chapter was trying to teach me.”

### **Doing:**

- She learned Spanish from Rosetta stone and Duolingo mainly.
- To keep herself up to date with the language, she watches Spanish TV shows.

### **Feeling:**

- I feel really hard to learn when there isn’t any grammatical or explanation section.
- I feel happy when the lessons are in game form and there is a quiz at the end of the lesson.

### **Thinking:**

- Watching Spanish TV shows helped me a lot to keep up with the vocabulary or phrases I learned.
- I believe that the app and program should have its own structure so that I could trust and follow them.