

Interview Field Guide

Goal

Conduct 6 in-depth user interviews to gain qualitative data insights into motivation to creating Keynotes, their workflows to create decks, their pain points, and overall goals.

Logistics

- Screener: Sent to corporate professionals
- Selection Process: From the screener responses, a diverse group of Keynote expertise, design expertise, and use cases were invited to participate
- Duration: 30-40 minutes
- Results: 6 Participants (3 in-person, 2 Zoom)
- Sessions recorded for transcription purposes, then destroyed. Individual and Company identifiers redacted from transcriptions

Screener

We are looking for individuals who have used the presentation software Apple Keynote within the last month to gather feedback on your experience with Keynote.

If selected, you will be scheduled for a 45 minute interview via Zoom or in-person, depending on your location.

Your responses will remain confidential and will be used solely for research purposes.

Thank you in advance for your time and valuable insights!

Screener Questions

1 Have you used Apple Keynote to create a presentation deck in the last month? (select one)

- No (exit/thank you) Yes (required)

2 Are you willing and able to participate in a 30-40 minute interview about your experience using Keynote? (choose one)

- No (exit/thank you) Yes (required)

3 What is your preferred presentation software? (select one)

- Keynote PowerPoint Google Slides Other (Please Specify)

4 What role do you play when building decks (e.g. designer, team lead, engineer) (text field)

Please Specify

5 What would you consider your level of expertise with Keynote software? (select one)

- Beginner Intermediate Advanced Expert

6 How would you rate your ability to create well designed Keynotes?

- Not Confident Neutral Confident Very Confident

Introduction

““ INTRODUCTION SCRIPT

1. (Purpose) My name is Viki Suslovic and I'm a student working on a class research project. I'd like to talk with you today about your experience using Apple Keynote to create presentations.
2. (Logistics) This will take about 30 - 45 minutes. There are no right or wrong answers. The information you provide will help me direct my work. Your honest answers are appreciated!
3. Is there anything you want to ask before we get started?

Icebreaker

““ ICEBREAKER QUESTIONS

1. To start, could you tell me a little about yourself. (open ended - look for hobbies, personal projects, career information)
2. What is your role when you create presentations? (looking for job title, reasons for creating presentations)

Main Body

““ GENERAL

(Transition) I'd like to now hear about your experiences creating presentations using Keynote.

1. How often do you use Keynote? (Gauge the frequency of usage, proficiency level)
2. Can you walk me through your typical workflow when creating a presentation in Keynote? (Looking for general workflows, features that delight, features that frustrate)
3. What are some of the biggest challenges you face when creating Keynotes? (Looking for pain points and struggles)
4. Is there a specific task that you find challenging or time consuming? (Probe for a recent situation where participant felt they spent too much time creating a presentation)

““ PROFICIENCY

1. How do you approach the creation of Keynotes to optimize your time? (Probe for tools, templates, workflows such as copy/paste)
2. Have you seen any features in other presentation tools (like PowerPoint or Google Slides) that you wish were in Keynote? (Comparison insights, key features, pain points in other tools)

““ VISUAL DESIGN

1. How important is the visual design aspect in your Keynote presentations compared to content quality? (Probe for importance of design and content balance, impact on audience engagement, design challenges)

““ GENERATIVE AI

1. Do you think leveraging generative AI in Keynote creation could help streamline the process for you? Why or why not? (probe for adoption readiness, expectations of AI, concerns, wish list)

““ SHARING

1. When you finish your Keynote presentation, how do you share it? (Probe for iCloud usage, pain points with file sharing)

WRAP-UP

““ CLOSING QUESTIONS & REMARKS

(transition) I really appreciate the time you've taken to share your experiences and thoughts about Keynote. Before we conclude, I just have a couple of final questions.

1. We talked about a lot today. If I had to leave with one take away from our conversation, what do you think would be the most important?
2. Is there anything else you want to tell me about your experiences? Did we miss anything important?
3. Can I answer any questions before we conclude?
4. Would you be open to testing new features in a prototype?
5. I really appreciate your time today. Thank you!