
NAME:

PERSONA:

Type of Interview	
Interviewed by	
Date	

I. MARKET

When was the Still Life app most useful to you?

At what moments prompted you to use the app and why?

II. PRODUCT

How would you describe the app in three words?

How would you describe the content?

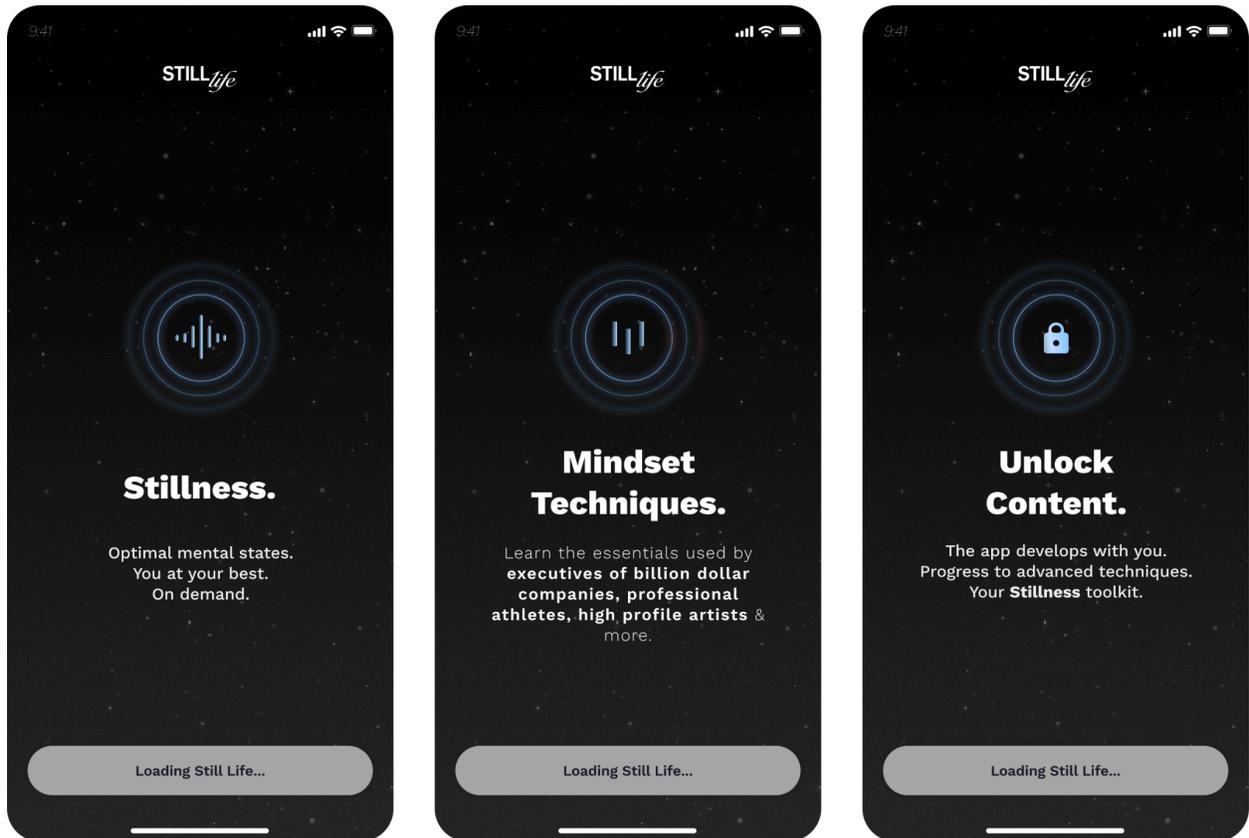
III. DESIGN

Did you find the interface:

1 2 3 4 5 6 7 8 9 10
Confusing Simple

What was your first impression while using the app for the first few times? How did that change over time?

Onboarding Questions



POST INTERVIEW CHECK

Customer mood	
Ideal demographic	
Interest in events?	

Amplitude Check

- What was their engagement?
- Do their answers match the data?