

## **User Research with the Striim team-- Sales and Engineering team**

### **Questions for semi-structured interview:**

1. Who are our target customers?
2. Tell me about the main user goals when they log into Striim
  - a. First time
  - b. Later
  - c. Of these, what is the primary user case.
3. Can you describe for me a situation of a user where they shall now use Striim? 4. Could you perform the tasks required to achieve the user goal described above? Kindly think out loud as you do that.
5. Tell me about the first time you used the platform
  - a. Why did you use the platform?
  - b. What did you find difficult?
  - c. Did you reach out for help?
    - i. Who did you reach out to?
    - ii. What did you ask?
  - d. Have people reached out to you for help understanding the platform?
    - i. Who reached out?
    - ii. What did they ask?
6. How easy or complex is it to use Striim?
  - a. Why?
7. Are the various functions in the system well integrated?
  - a. Why?
8. How consistent or inconsistent do you think is the platform?
  - a. Graphics
  - b. Wording
  - c. Interactions
  - d. Other commonly used platforms
9. How cumbersome or easy/fast do you think the platform is to use?
10. How confident do you feel using the system?
  - a. Why or Why not?
11. Please describe the Striim platform using 3 adjectives (positive or negative).
  - a. Elaborate

### **Heuristic Evaluation**

1. What is the activity, if any, happening in the system when a user logs into the platform?
2. How do you explain to a user/customer who is not an expert
  - a. What is an app?
  - b. What is a dashboard?

- c. What is a monitor
- 3. Comment on Striim's interactions and UI consistency when compared to other platforms our users might use?
- 4. Is there an error users frequently make when they are on the landing page? If so, what?
- 5. Do you find it difficult to reach/find something or do something because you don't remember it?
  - a. If yea, what?
- 6. How can Striim accelerate navigation for expert users?
- 7. What information on the home page do you find irrelevant or rarely needed? 12. Is

there anything else you would like us to know that we have not covered already?