

# NATURAL DISASTER AID

Interview Script | Prepared By: Monarchs | February 27, 2019

## 1. OBJECTIVE

- To understand the pain points related to aiding those affected by natural disasters.

## 2. INTRODUCTION

Hi, I'm XYZ. Thank you for taking the time to speak with me today. I'm working on a project that will address people's pain points related to aiding those affected by natural disasters and crises. We are still in the research phases, so we are talking to people like you to make sure we design the right product for the right people. Please know, there are no wrong answers - we are looking for your honest, authentic responses. As we are talking, please feel free to elaborate on anything that comes to your mind.

Anything discussed is purely confidential and will only be used for research purposes. Before we get started, do you have any questions? I wanted to record this interview so I can refer back to it. Is that OK with you?

**BIO:** Before we get started, I want to get to know you a little bit more. Tell me about yourself.

1. Where are you from?
2. What do you do?
3. What devices do you use on a daily basis? Laptop, phone, tablet?

## 3. ENTICE: Framing Opening Questions

- On a scale of 1 to 5, with 1 being "not important" to 5 being "extremely important", how important is aiding those affected by natural disasters?
  - Why?
- How often do you donate?

## 4. ENGAGING: Specific Questions

- Can you tell me about the last time you donated (funds and supplies/resources) to those affected by natural disasters?
  - What were you doing before?
  - Why did you donate to that cause? To that company?
  - How did you donate?
  - What did your donation do for those in need?
  - How did you find out about the company that you donated to?
  - In what ways did you donate (to that cause)?

- How did you find out about the natural disaster that occurred?
  - After finding out, when did you donate? Why?
- In what ways did you donate (to that cause)?
- On a scale of 1-5, how would you rate that experience?
  - Why?
- What were you looking for in the organization when you decided to donate to it?
  - How did you find that information?
  - On a scale of 1-5, (1= terrific, 5=awful) how would you rate that experience?
    - Why
- Can you recall a time you really wanted to donate to those affected by natural disasters but weren't able to?
  - Why weren't you?
  - How did that make you feel?
- If you can, tell me about a bad donation experience (funds and supplies/resources)?
  - What were you doing before?
  - Why did you donate to that cause? To that company?
  - How did you donate?
  - What did your donation do for those in need?
  - How did you find out about the natural disaster that occurred?
    - After finding out, when did you donate? Why?
  - In what ways did you donate (to that cause)?

## 5. EXIT: Final Thoughts

- Is there is anything we have not touched on or that you'd like to talk about?

## 6. EXTEND: Follow up & Next Steps

- Thank you for your time.
- I want to reiterate that this information is completely confidential.
- May I follow up with you if I have additional or follow up questions? What is the easiest way to connect?

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