

# SAMPLE SCRIPT

## Directed Storytelling & User Experience Mapping Session

### 1. Preparation:

#### Briefing Participant:

- No filter: say exactly what you're thinking and feeling. There are no wrong answers: I'm here to learn about your experience.
- Many questions will be open ended: again remember there is no wrong answer, just say the first thing that comes to mind.
- Go wherever your thoughts take you.

Optional: Can I record our conversation to be able to focus on our conversation now rather than on taking detailed notes? I would be using the audio for \_\_\_\_\_.

### 2. Directed Storytelling:

#### Personal Experience:

- How do you feel while riding a bike in \_\_\_\_\_? (open question, respond however you want, in any way)
- When and where do you prefer to ride a bike most? (e.g. at night, in the sun, with a breeze, in the park? Then, what do you like about these situations? What makes them pleasant (e.g. environmental qualities)?
- Think about any place or activity that you like. Can you compare your experiences and emotions with this to cycling in \_\_\_\_\_?

#### Cycling Stories:

- Can you tell me a story about a positive experience you had riding a bike in \_\_\_\_\_? Where was this? What happened? How did you feel?
- Can you tell me a story about a negative experience you had riding a bike in \_\_\_\_\_? Where was this? What happened? How did you feel?

#### Perceptions of Cycling:

- What thoughts come to mind when someone mentions cycling? What do you think about the activity?
- How does riding a bike fit into your life? How does it relate to your needs, or to what you like?
- What would be a "dream" scenario be of where/how to ride a bike? What feelings come to mind in this scenario?

- What mode of transportation is the most practical way to get around \_\_\_\_\_?  
What factors do you think make this so?

### 3. Ride Demonstration:

Instructions - Ride your bike on a short route (less than ~10min) that you've done before for your daily needs/wants, or I can give an example one if needed... You can go for the ride (a few minutes), and then I'll ask a few questions about it.

[Interviewee goes on ride]

### 4. User Experience Mapping

Initial Questions: How do you feel right now having done the ride? What are your immediate thoughts?

#### Visual Mapping:

Now we are going to draw on a map and analyze your experience on the route.

1. Please draw your route on the map.
2. [Ask participant about each specific block and how he/she feels about it, and what (a perfect explanation isn't expected) makes him/her feel like that?]
  - a. Please annotate each block with your thoughts. [Guide interviewee through annotating route on map]

*\*Note: even the most mundane things are valid (e.g. I saw a cute dog on this block halfway through, and that made me feel happy and relaxed, or there were a bunch of potholes that made me feel uncomfortable, annoyed and neglected).*

3. Now, circle in red any pain points from the ride on the map, and describe what happened there.
4. Circle in green any places you felt good in or like and describe what happened there.

### 5. Closing

Thank you for participating, this really helps me to understand people's experiences cycling in \_\_\_\_\_. I hope to use what I've learned here to \_\_\_\_\_. If you have any questions, please do not hesitate to reach out.