

VIRTUAL ADOPTION

Interview script

The key goals for the research are trying to better understand the needs of the potential user groups about supporting animals and form of support.

Assumptions:

- Understanding the motivations of users that would make them use it and donate
- An attempt to find out how to build a bond between a virtual owner and his pet
- Collect ideas for additional application features or finding out which one are not needed
- Awareness of current (competitive) solutions
- Inquiry about the amount of donations they would be able to pay
- Finding answers to your payment preferences – in the form of a subscription or a one-time payment

Introductory Comments

Thank you for agreeing to participate in this interview.

I would like to talk about activities for the benefit of pets in need. There will also be questions about the fundraising application. I have the script of today's conversation with me so that I don't miss important points.

Based on that knowledge I would like to build helpful tool with desirable properties. I would like to let you know that this interview poses no risk to you, all of your responses will be anonymous and confidential, and the recording will only be listened to by the research team. Also, you may end the interview at any point, although it's very important to us to fully understand your point of view and that can only be accomplished by completing the entire interview.

I'll be taking notes as I go. The interview should take 30-60 minutes. Can we start?

Users

Recruitment requirements

- People who like animals and have or would like to or plan to have a pet

First I would like to ask you a few questions about yourself.

Part 1 - User Intro Questions

1. Do you own any pet?
 - a. If yes,
 - i. Was it adopted?
 - ii. What pet is this?
 - b. If no,
 - i. Would you like to come from a shelter or from a breeding? Why?
 1. If no,
 - a. Why would you not?
 - i. Could you tell me why?

Questions related to helping animals

2. Do you care about the fate of homeless animals?
 - a. What ways do you know to help pets in need?
 - b. Have you ever supported animals in need in any way? In which?
3. What do you think about fundraisers?
 - a. Have you ever donated to an animal fundraiser?
 - i. If so, how did you do that? Did you do it through the website or the mobile app?
 1. Do you remember its name?
4. Have you ever persuaded your friends to do a fundraiser for animals that is important to you?
 - a. Have you ever organized a similar fundraiser through any portal?
 - i. Maybe via Facebook?
5. Have you ever looked for a fundraiser for a specific shelter or animal?
 - a. Did you manage to find it?
 - i. How?

Part 2 - Topic Specific Questions

Questions related to the application

Imagine an application through which you adopt a dog from a shelter. This is a virtual adoption. The dog is still at the shelter. You simply transfer a certain, selected amount for its maintenance. In return, shelter employees send you videos of plays, walks, photos with your virtual dog. You can buy him something as a leash, a blanket, treats and others.

1. Would you choose something like this?
 - a. What minimum monthly amount could you spend?
2. What features in such an application would be necessary for you?
 - a. Why?
3. What else would you like to have in such an application? Even if it's not real ;)
4. What payment method would you be interested in?
 - a. (BLIK, payment gateways, PayPal, card connection, other)
5. Would you like to additionally buy accessories for the dog?
 - a. e.g. leash, food, blanket, etc.

Do you have any other suggestions or thoughts you would like to share with me? If not, thank you for your time. Your answers gave me a lot of useful information. They will surely help me in my work.