User Interview Script

Research Questions

1. How often do users feel the need to interact with the report feature on dating apps?
2. Is this issue mostly experienced by a particular gender or is this is something that is equally experienced by all genders?
3. How are dating apps attempting to alleviate this problem for their users (f at all)?
4. How might this potential feature change user behaviour on Hinge?
5. Can negative experiences with another user on one dating app be enough to turn users off other dating apps also?
6. Would users appreciate this security feature or after I've synthesised my research findings, might I come across an even better solution to ensure users' security on Hinge?

Opening Script

Hi and thank you for agreeing to meet me. I'm conducting research into user attitudes towards dating apps with a view to adding a security feature to better protect users.

To further my understanding, I've got several questions that I'd like to ask you. Would you be happy to discuss your experiences with me?

Great! Are you happy for me to record the audio of this interview also?

Fantastic. Do you have any questions before we begin?

Introduction (for storyboarding inspiration)

1. Could you tell me your age and occupation?
2. Are you using dating apps at the moment?
   - If so, how many hours per week would you say you spend on dating apps?
3. What is it that you enjoy about using dating apps?
4. When looking to meet someone, do you prefer to use dating apps to find this person or do you prefer to meet people whilst out an about? (e.g. whilst out with friends, in the supermarket etc.)
5. Have you always had this preference, or has Covid-19 influenced the way you approach dating?
   - If so, do you anticipate that you habits may change post-Covid-19?

The Report Process

If participant has used report feature in the past

1. Can you describe the report process to me? (lots of room for follow-up questions here)
2. Were you satisfied with the outcome?

If participant has NOT used report feature in the past

3. What was the reason for you not needing to use this feature? (ask follow up questions to determine if users never experienced issues with another match or if they solved their issue another way)
4. If you were to use this feature, what would you expect from the app provider?
5. Would you wish to be updated throughout the report process?

General

1. What security measures do you take when using online dating apps?
2. If you were in a situation where you feel like you had a valid reason for using the report feature, would you prefer to resolve a situation by reporting the individual to the app provider or would you rather resolve the problem by messaging the individual to let him/her know how you feel?

Wrap up

1. You mentioned you do/don't believe that the dating apps you use have enough security measures in place to protect their users. Can you tell me why you feel this way?

2. What can dating apps do to show that they value users' safety and security above anything else?