

# Script for Free Trial Funnel Study

## Introduction

Hi, thank you for coming in today. My name is \_\_\_\_\_. We appreciate you spending time with us and your feedback. We've invited you here because we want get your thoughts about Shotgun's Free Trial experience.

Informal - This is going to be pretty informal. I'll ask you a few questions and ask you to walk me through wh you would do - kind of like show and tell. If it's alright with you, I would like to record this test. Is that okay If so, I just need you to type in your initials here [box with waiver and consent]. Great!

Feedback - Your feedback is really appreciated. I'm a User Researcher, not a Shotgun Engineer, so please do worry about offending me with your comments. We're interested in all feedback - both positive and negative

You're not being graded - if something goes wrong, it's not your fault. It's actually good, as you're helping us discover what works and what doesn't work for you. You're helping us test the design. We're not testing you

Questions - Does all of that make sense? Any questions before we begin? Okay. Great. Let's get started...

## Excerpt from Script - "Part 2: Success with Shotgun"

# 2

1. Were you successful in accomplishing what you intended to do or learn?
2. Why? Or Why not?
3. On a scale of 1 - 5, how would your ability to successfully [the stated intent]?\*
  - 1
  - 2
  - 3
  - 4
  - 5
4. Do you have any additional comments or feedback about this part of the study?



The user is now logged into Shotgun, under an account with a unique identifier.

## Excerpt from Script - “Part 5: Obstacles to Conversion”

# 5

1. How many times did you use Shotgun during your Trial?
2. Or, how many times a week would you estimate?
3. How did you like Shotgun?
4. On a scale of 1 - 5, how would rate the experience of signing-up?
  - 1
  - 2
  - 3
  - 4
  - 5
- Why?
5. But, you didn't purchase Shotgun.
6. At the end of the trial, what was your conclusion about Shotgun?
7. What did you decide to do?
8. Why?
9. What did you like?
10. What did you not like?
11. When we first started this study, I asked you about your expectations. Now, that you've gone through the Free Trial process, tell me
12. Did Shotgun met your expectations?
13. Did it exceed them?

14. Did it fall below your expectations?

15. On a scale of 1 - 5, how would rate the overall Free Trial experience?

- 1
- 2
- 3
- 4
- 5

16. So, we have finished the Shotgun Free Trial study. I want to thank you for your participation and your time. Before we finish up, did you have any other comments or questions you want the Research Team to know?

17. Again, [name of participant], thank you. Have a good day.

\*Rating experience (discuss with BB)

- 1 - Very negative
- 2 - Negative
- 3 - No opinion
- 4 - Positive
- 5 - Very positive

- 1 - Very bad
- 2 - Bad
- 3 - Neither good or bad
- 4 - Good
- 5 - Very good

- 1 - Very unsatisfactory
- 2 - Unsatisfactory
- 3 - No opinion
- 4 - Satisfactory
- 5 - Very Satisfactory