

# ***ITV*** Client XY Gift Card Interviewer Questionnaire (Example)

Follow This Script

- ***Excuse me...Sir/Miss: I'd like just a couple minutes of your time in exchange for a chance to win this Apple iPad***
- ***We are a small local company conducting market research on a new product and need your feedback***
- ***Can we ask you just a few questions...it will take approximately 5 minutes.***

***Thank you***

- ***I want to re-assure you that this is not a test. There are no right or wrong answers. I just want your honest opinion.***
- ***Any information that you give us will remain confidential.***

First Name of Subject \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

***Here we go...First, here is a mock-up of our product.***

**SECTION A. INFORM AND CHECK UNDERSTANDING**

- It's a gift card redeemable for two movies that someone can own.
- Those two movies are chosen from a selection of 50 top-rated films
- There's an entertaining show and previews of all the films on the mini-DVD that's attached to the front of the card. The show helps the viewer quickly find movies they will like.
- The person getting the gift card can play the mini-DVD and watch the entire show, or they can use their remote control to see all or just some of the previews in any order they want.
- They can also select the movies they want by just looking at the selections listed on the gift card.
- Once the viewer decides which movies they want, they would call an 800 number or go online to get them shipped to their home right away.

**ASK: DO YOU HAVE ANY QUESTIONS ABOUT HOW IT WORKS?**

1. Was the packaging, or information on the card, clear? Y N Somewhat

2. If you had seen it in a store display like this one, would you pick it up and take a look at it? Y N

3. Reminder...given that there are two top rated movies to own at \$30, how would you rate the overall *Value* of this gift card: (circle only one number):

Poor		Fair		OK		Good		Excellent	
1	2	3	4	5	6	7	8	9	10

If fair or poor...then probe:

## SECTION B. GIFT CARD PURCHASES

Prop 3

1. About how many gift cards have you bought in the last year?

- None
- One
- Two or Three
- Four or Five
- More than Five (Note how many \_\_\_\_\_)

2. What type of gift cards have you bought in the past year?

- Apparel
  - Beauty and Spa
  - Restaurants and Gourmet Foods
  - Home Furnishings and Home Improvement
  - Consumer Electronics
  - Movie Rental or Purchase (Blockbuster, Hollywood Video, Netflix)
  - Movie Theatres (AMC)
  - Entertainment (Books, Music)
  - Travel & lodging
  - Starbucks
  - Online (Amazon, the Sharper Image, etc)
  - Other
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Prop 4

3. What is the average value of the gift cards that you've purchased in the past year?  
*(only ask the question...don't list out)*

- < \$20
  - \$20-\$29
  - \$30-\$49
  - \$50 plus
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**SECTION C. FUTURE CONSUMER BEHAVIOR**

1. Given what you know now, would you consider buying a X Gift Card for someone else? Y N ?

Why not? \_\_\_\_\_

If No  go to E

Prop 3 & Mock-up

2. Would you prefer pre-paid gift cards that are redeemable only at a store or that feature product selections on a mini-DVD that are redeemable using an 800 number or web-site?

\_\_\_ Standard Gift Card (cash value at store)

\_\_\_ Mini-DVD Gift Card w/800 redemption

Why: \_\_\_\_\_

3. How does Client X Gift Card compare to Blockbuster and Hollywood Video?

(Check  $\surd$  only one)

\_\_\_ Seems to be better

\_\_\_ About the same

\_\_\_ Not as good

\_\_\_ Not Sure: \_\_\_\_\_

Prop 5

4. Given the following choices, which would you buy as a gift for someone else?

a) specific Movie on DVD or b) the Client Y Gift Card ...which would you buy?

Not sure: \_\_\_\_\_

5. Do you see this as a good way to find and purchase movies for yourself?

Yes

No

Not Sure

If No, Why Not? \_\_\_\_\_

**SECTION D. PRICING AND VALUE**

1. Which of the following choices would you most likely purchase?

- One movie for \$20.00  
 Two movies for \$30.00  
 Three movies for \$40.00  
 Four movies for \$50.00  
 None of the above.

Why: \_\_\_\_\_  
 \_\_\_\_\_

**SECTION E. THEMES –VS- GENRES**

1. Do you like the themes for special occasions better than the ones we showed you earlier:

Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_

2. Given what you now know about the Client X Gift Card, would you consider buying this as a gift?

Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_

Assuming this was in the gift card rack today for Halloween, would you buy it?

Yes \_\_\_\_\_ No \_\_\_\_\_ Why \_\_\_\_\_

Transition comment: *We are just about done. I just want to ask you one more question:*

**A. Are there any changes or improvements that you feel should be made to the Client X Gift Card and if incorporated, would you buy it? (note what and why)**

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Male or Female:	M	F	Zip Code:	_____		
Approximate Age:	(<25)	(25-34)	(35-44)	(45-54)	(55+)	
Income:	(<30K)	(30-50K)	(50-75K)	(75-100K)	(100K+)	
Occupation:	_____					
Summary of Interest in Product	High	Med	Low			
Location:	_____					

*Thank You!*