

## AN EXAMPLE OF QUALITATIVE STUDY GUIDE<sup>1</sup>

### I - ITINERARY

#### 1/ THE PURCHASE DECISION

- Where do you work? What exactly do you do?
- When do you use an object?
- How long have you had your X?
- Was it your first object? Was it your first X brand? Your first X?
- What sort of object did you have before? When?
- Were you the one to decide to buy this X? If not, who was? Could we talk to that person?
- If you weren't, would you have made the same choice?
- When and why did you decide to buy a X? For what kind of work?
- How did you know about the X?
- Did you compare it to other objects? what criteria did you use?
- What determined your choice? What was important for you?
- Was the X an obvious choice?
- Would you have bought the same one for a friend, or a family member?

#### 2/ THE PURCHASE ITINERARY

- Where did you buy it?
- How did you decide where to buy it?
- How did you get to the place you bought it? Did you go alone? If not, who went with you?
- Did you go specifically to buy a X, or did you make other purchases?

#### 3/ THE BUYING PROCESS

- Did you look at any other models in the store? Did you consider buying a different object at that time?
- What made you decide?

#### 4/ STORAGE

- Where do you keep your X?
- Is there a specific place, or do you often move it around? Where?
- Do you keep it with other objects? If so, what kind of objects? tell me about them?
- Do you use your carrying case? Do you think it is a good enough protection?
- What the strangest place you have ever kept your X?

#### 5/ PRACTICES

- Do you have any other object besides the X?
- How did you learn how to use the X? Just by using it? By reading the instructions? Did anyone show you how to use it?
- How long did it take you to feel comfortable with it?
- How much time do you use it?
- What did you do with the instructions? When was the last time you read them?
- What do you use your X for ? What kinds of practices do you do on it?
- Who do you do this work for?
- Do you ever use it for things other than business?
- Do you take it home? do you take it shopping? travelling (professional or vacations)?
- Do you usually use it alone or with other people (for instance in meetings, or "races")?
- Do you ever lend your X to anyone, or does anyone else use it?
- Do you do anything else while your using your X (phone, write, talk...)?

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- Do you use any other object while you are using it? (associated objects)
- Have you personalized your X in any way? How?
- Do you ever get angry with your X ? Have you ever hit it?
- Have you ever used your X for anything besides calculating?
- What's the most unusual thing that has ever happened to your X?

## 6/ SOCIAL PRACTICES

- Do you know of any "user groups" (web sites, clubs, collectors)?
- Have you ever offered a X to anybody? Is it something you might do? Who might you offer a X to? What for (for a specific occasion)?
- Has anybody offered you a X? or another model? On what occasion?
- Have you ever recommended the X to anybody? If so, who? What for?
- Have you ever shown somebody how to use the X?
- Do you ever talk about the X with some people (friends, family, colleagues...)?

## 7/ "DISPOSAL"

- What did you do with your old objects?
- What do you think you'll do with the X when you don't use it anymore?
- Will you keep it? If so, where? Or will you throw it away? Will you give it to somebody? Who? And why?

## II -REPRESENTATIONS

- Do you consider the X a private or a professional object?
- Would you consider it a commonplace object?
- What other objects would you say belong to the same family?
- Do you like the X? Why?
- Do you consider it efficient? What makes it efficient?
- Do you consider it as a must? And as a top?
- Do you find it good looking? Or bad looking?
- Has its aesthetic any importance?
- Have you ever used a smaller or a bigger object?
- Is the X a common object in your profession?
- Have you ever "saved the day" or shown off thanks to your X?

## III - IMAGINARY

- Do you consider your X a male or a female?
- If your X were an actor, who would it be? ?
- Have you ever dreamt about your X?

## Information:

- Age
- Sex
- Income
- Status
- Family situation
- Academic degrees

