

Total session duration: 30-60 minutes with 30-60 minutes debriefing with the research team.

Roles for the research session:

Research Lead	Leads the research session. Participates in research debrief. Take “observe list” into consideration during each session. Prepare to discuss observations during debrief.
Researcher	Responsible for managing audio and video recording (if used). Assists Research Lead in research session. Take notes during research session. Take “observe list” into consideration during each session. Prepare to discuss observations during debrief.

Note: In document that follows, PROMPTS are to be used in the context of the interview. Not all PROMPTS will be relevant or necessary for each session. The goal of the PROMPTS is to facilitate the conversation and move it forward when it stalls.

The “observe list” identifies areas for focus within different parts of the protocol, but it is not uncommon for the observe list questions to be answered through the research session.

Activity – Eastman Dealer Interview (30-60 minutes)

Purpose: To understand the dealer’s mental model of interaction with Eastman’s products and services.

Process: Research team will have a conversation with the participant where they will be invited to talk about how they interact with Eastman’s products and services.

Activity	Duration	Details	Observe List
Introduction	30-60 minutes	<p>We would like to understand more about how your business works and how Eastman products fit into it.</p> <p>Even though we will be focusing on Eastman, it’s important for us to understand as much about your business as we can to best serve you.</p> <p>We work for Eastman, but we are an impartial third-party; please be as honest with us as you can.</p>	<p>Things to accomplish</p> <ul style="list-style-type: none"> ● What is the dealer/installer/scheduler trying to accomplish? Satisfying their customer? Saving money? <p>Pains</p> <ul style="list-style-type: none"> ● What things causing immediate pain? ● How severe are the pains?
Interview		<p>Introductory Questions</p> <ul style="list-style-type: none"> ● How long have you been in business? ● How many employees do you have? <ul style="list-style-type: none"> ○ What roles do they play? ● What services does your business offer? ● How do you acquire new customers? ● How important is the internet? How afraid are you of the internet going down? ● What software do you use? <p>Prompts & Specific Questions</p> <ul style="list-style-type: none"> ● Why do you use Eastman PPF? ● How do you schedule? ● How do you document the state of a car when it comes in? ● How do you order film? How often? How much? 	<p>Gains</p> <ul style="list-style-type: none"> ● What does a good day look like? <p>Eastman Specifics</p> <ul style="list-style-type: none"> ● How does Eastman fit into the dealer’s workflow? ● How is Eastman helping the dealer complete their tasks? ● How is Eastman causing them pain? ● How is Eastman helping them with their long-term goals? <p>Things to Notice</p> <ul style="list-style-type: none"> ● How far is the plotter from the bay?

		<ul style="list-style-type: none">● What do you do with the wasted film? How often does wasted film happen?● What’s the relationship with your sales people?● Can you walk me through a typical morning routine?● How do you handle warranties?● What hardware do you use for cutting and installing? Where did it come from? How much does it cost?● Who do you call when things go bad? <p>Pattern Specific</p> <ul style="list-style-type: none">● What’s the “best” pattern you’ve ever used? Worst?● What makes a pattern “bad”?● When a pattern isn’t perfect, what’s that like? When do you realize a pattern is bad? On a scale from “dangit” to “f*ck!”?● Who do you tell about problem patterns? How?● Are there any specific vehicles that cause more problems than others?<ul style="list-style-type: none">○ What do you do about them?● How does wrapping work? Like, is it known? Why isn’t it built into the patterns?● When do you delete stuff from a pattern?● What are ways you manipulate the patterns? What tools do you use? When do you make those changes? <p>Installer Specific</p>	
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Eastman – Dealer – Research Protocol

		<ul style="list-style-type: none">● What kind of problems do you experience?● What kind of training did you get?● Is training mandatory?	
Closing		Thank you for taking the time to answer our questions.	