

EV Mobile App Project - Sample interview script

- Potential participants
 - Experienced EV drivers
 - New EV drivers
 - Current ICE car drivers who want to drive EV's
 - Current ICE car drivers who don't want to drive EV's
 - Sales representatives at car dealerships
 - Members of any of the grassroots organizations found in research
 - Representatives from utility companies
 - EV manufacturers
- Questions to ask during an interview (with Current EV drivers)
 - What do you do for a living?
 - How many EV's have you owned?
 - How long have you owned an EV?
 - What was your first EV?
 - What is your current EV?
 - When did you first become interested in EV's?
 - What sparked that interest?
 - How did you learn more about EV's?
 - When did you decide that you wanted to buy your first EV?
 - What factors played a role in that decision for you?
 - How did those you were close to (family, friends, coworkers, etc.) react when you got your first EV?
 - What aspects of EV's ownership and usage were the most difficult to understand?
 - What made those things difficult to understand?
 - What has been your experience with misinformation about EV's?
 - Where do you see EV misinformation coming from?
 - Think back to a time when someone you know was spreading misinformation about EV's. What happened? How did you respond? If no such situation has happened, how would you respond?
 - What are the most common misconceptions about EV's that you've seen from people you know?
 - What kind of education have you given to people you know regarding EV's, if any?
 - What factors do you think are most important when educating someone about EV's?
 - Is there anything else you would like to add?
 - Do you have any questions for me?