

Research Goal

- Understand the current journey of the recurring monthly users along with their needs, desires, goals and pain-points.

Research Questions

- What are our customer pain-points during and after booking?
- What are our customer pain-points during redemption?
- What are the customer goals and needs?
- How do users find out about monthly?
- Do the users know what recurring/non-recurring is?
- What are some of the criteria that the customers have while finding monthly parking?
- What rate do people consider as reasonable for monthly booking in various cities?
- What are some of the risks that the customers feel regarding monthly parking?
- What factors would help customers build trust with SpotHero for Monthly?
- Why do customers find cancellation to be confusing?
- What do the users think about the complexity around the hours of operation, hours of access and restrictions for monthly from various facilities?
- how can we make that retention easier to occur? what can we do to make them retained?
- Is the existing monthly product the best solution for recurring users?

Method

- User Interviews, usability testing

Participants

Recurring monthly customers
Research sample: ~10 users

Interview: Monthly

Created: 03/2022

Opening

- Introduce yourself, your team and goal of the interview.
- There is no right or wrong answer, we are just here to learn about your experience.
- Confirm the recording permission.

General Questions

1. Can you tell me a little bit about yourself?
 - a. Location
 - City? Suburbs? Rural? Small, large?
 - b. Do you own or rent a car?
 - Do you have to physically go to your work?
2. How long have you been using SpotHero for parking?
3. How often do you use SpotHero for parking?
4. Why do you use SpotHero for parking?
5. Have you used any other apps for parking?

MONTHLY

1. How did you find out that you can book monthly parking through SpotHero?
2. What made you decide to trust SH for monthly parking?
3. How long have you been using SH for monthly parking?
4. When did you book your monthly parking for the first time?
 - a. What platform did you use to make that reservation?
 - b. How far in advance did you make that reservation?
 - c. Can you tell me what next steps you had to follow after you made that reservation and before you could actually start parking?
 - i. Did you have to complete an application?
 1. How was that process?
 2. How was your experience of doing that?
 3. What could make that experience better?
 - ii. Prompt if needed - do you remember what you did after you reached the parking facility?
 - d. Was there anything that surprised you or confused you about the reservation and or parking process?
 - e. When you made the reservation, were you aware about how and when that reservation would renew?
 - f. In case of non-recurring, what happened after the first month of your parking?
Can you walk me through it?

- i. Did you face any confusion or problems?
 - 1. What was your expectation of monthly parking through spothero?
 - 2. Was coordinating future months with the garage understood through the booking process?
 - ii. Do you have a plan already in place for the next month of parking?
 - g. Have you ever had to cancel the monthly reservation?
 - i. If yes, why?
 - ii. If not, how do you anticipate canceling monthly parking?
- 5. What were your thoughts on the price that you had to pay for the reservation?
 - a. Would you consider that to be a good price?
 - b. Do you have a budget for parking?
 - c. How did you decide what price would be a “good price”?
- 6. What factors influenced your decision to choose a particular spot for monthly parking?
- 7. If you had to use parking only 3 times instead of 5 times in a week, would you still choose the monthly option to book that?
 - a. If yes, why?
 - b. If not, what would you do in that case?
- 8. Since you currently use monthly parking, can you walk me through how you would go about parking on a typical day?
 - a. Has your parking journey ever been significantly different than what you just described?
 - i. If yes, can you tell me what was different about it?
 - b. Have you faced any problems while parking on a monthly basis?
- 9. If you were to rate your experience of using SH for monthly parking from 1 to 10 with 1 being easy and 10 being difficult or confusing, how will you rate it?
 - a. Why?
 - b. What would improve that experience?
- 10. Have you ever used SpotHero for anything other than monthly parking?
 - a. If yes, what did you use it for?
 - b. How was your experience?

TASK

Can you share your screen and think out loud while doing the task?

1. Let's assume that you work for a company in NYC in the **1301 Avenue of the Americas** and your company has asked you to physically come into work **5 days** a week from **9am to 5pm** starting from **October 15th** on a monthly basis. Can you find a spot that best suits your needs for this scenario?
2. So you've searched for some of the options and you came across a spot. I'm going to share you a link to that spot.
<https://spothero.com/checkout/3502/422-e-59th-st?starts=2022-04-19T17%3A00&monthly=true&rid=156720>

- You have a Chevrolet truck. What price would you have to pay?
- What do you think about the billing information that's presented?
- Anything that you'd have liked to see here?

3. Parking pass -

<https://spothero.com/parking-pass/49591167/?key=0ca6e2507dd6a3197c7a47964f1817b136213465735949b838a67379eab135c9>