Improving Bike Rental System App for Foreigners in Seoul: In-depth Interview Questions

Introduction:

I am an undergraduate student at UBC working on a project for ENGL 301. The purpose of this interview is to obtain primary data for analyzing issues that non-Korean speakers and foreigners experience using the public bike rental system, Seoul Public Bike. This interview will serve the ultimate purpose of providing recommendations for improving the app experience for non-Korean speakers and foreigners visiting or residing in Seoul. Your responses are voluntary and anonymous. Thank you for taking the time to respond to this interview.

1. General

* How often do you use the Seoul Public Bike service?
* When and how did you first use the service?
* What are your overall impressions of the app?
* How would you rate the overall experience?

1. Language availability

* What is your primary language?
* What is your level of fluency in Korean? English?
* Do you think the app is sufficiently translated?
  + If not, which parts need translation?

1. Registration and payment system

* What is the registration process and payment system like? Was your experience positive or negative?
  + If it was negative, did you experience any difficulties while trying to register or pay for the service?
* Do you know any other similar businesses that offers a simpler registration or payment system? How would you compare it to Seoul Public Bike?

1. Wrap-up

* How satisfied are you with the service?
  + If the service was unsatisfying, what could be improved in this service or app?