

1. High-level research objectives

- Gain a better understanding about the drivers' day-to-day.
- Understand how drivers perform key tasks currently provided by FT Drive.
- Understand how FT Drive can further help drivers performing their job.

- (bonus) Identify behavioural user segments.

2. Research questions

- How's the driver day-to-day and routines at work?
- What makes drivers happy or stressed about their jobs?
- What are some of the products drivers use while at work and why?
- How do drivers obtain information about their vehicles, their trips, etc?
- How do drivers report issues with their vehicles?

3. Discussion guide

3.1. Introduction (≈ 5 mins)

- Thank you very much for your time.
- Introduction (facilitators, note takers and observers)
- Objectives of the study
- Structure of the interview
- Record session
- No wrong answers
- Do you have any questions before we begin?

3.2. Intro questions (≈ 15 mins)

Topics	Probing Questions	Notes
Driver's day-to-day	<ul style="list-style-type: none">● Tell me a little bit about what you do.● What does your typical workday look like?● Tell me about your role at your company?	
Happy moments and pain points	<ul style="list-style-type: none">● What do you like the most about your job?● What's the hardest part about your job?● What are you currently doing to make this [problem] easier?	
Digital products while at work	<ul style="list-style-type: none">● When do you normally first use the Internet in a typical workday?● What are some of the apps and websites you use the most to perform your job?● What do you like about these apps and websites?	

3.2. Topic specific questions (≈ 15 mins)

Topics	Probing Questions	Notes
Obtaining info about the vehicle, trips, etc	<ul style="list-style-type: none">● How do you currently go about getting information about your vehicle when you're not using it? (e.g.: battery/gas level, etc)?● Do you keep a record of your trips? <i>(if answer is positive)</i>● Why do you keep it (records of trips)?● What sort of information do you usually look for?	
Vehicle inspections	<ul style="list-style-type: none">● How do you usually make sure that your vehicle is safe to drive?● Are you required by your manager to carry vehicle inspections? <i>(If answer is positive)</i>	

	<ul style="list-style-type: none">● Do you have to report the inspections to your manager? <i>(If answer is positive)</i>● How do you usually do it (reporting it to manager)?● Tell me about the last time you had report an inspection to your manager?	
Issue reporting	<ul style="list-style-type: none">● Tell me about the last time you had a problem with your vehicle: how did you deal with it?● How do you report any problem you have with your vehicle to your manager?	
Receiving real time updates		