

# User Interview Guide

**Project:** Optimizing Ad Budget & Duration Setup

**Objective:** Understand how users think about budget and duration during ad campaign setup.

**Interviewers:** Rupesh Lingayat & Jarrah A.

**Interview duration:** 15-20 mins

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## Interview Goals

- Understand the user's mental model behind budgeting and campaign duration.
  - Identify common pain points, uncertainties, and workarounds.
  - Evaluate what guidance, if any, users need or expect from the platform.
  - Discover opportunities to simplify and educate during setup.
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## Participant Criteria

- Must have used OptimizeApp to create at least one ad campaign.
  - Preferably created a campaign within the last 30 days.
  - A mix of novice and experienced advertisers.
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## Consent Note

“Thank you for taking the time to speak with us. This conversation is part of our product research to improve your ad creation experience.

With your permission, we may take notes or record this call for internal use only. Your responses will remain confidential. You can skip any question or stop anytime. Shall we proceed?”

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# Interview Structure

## 1. Introduction

- Can you tell me a bit about your business or what you use OptimizeApp for?
  - How often do you run ad campaigns?
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## 2. Budget Selection Flow

- When setting a budget, how do you decide how much to spend?
  - What factors do you consider before entering a budget amount?
  - Did you feel confident your budget would give you good results?
  - Did the app help guide you in any way? If yes, how? If not, what was missing?
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## 3. Duration Setup

- How do you usually decide how long your campaign should run?
  - Do you think the time duration affects the ad performance?
  - Did you notice any suggestions or help around selecting campaign duration?
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## 4. General Experience

- At any point during setup, did you feel unsure or stuck? When?
  - Have you ever contacted support for help with budgeting or campaign setup?
  - What would make the budget/duration selection feel easier or more confident?
  - Have you ever seen a poor result and wondered why?
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## 5. Feature Feedback

- Would you suggest, what can help you to decide a good budget and duration?
  - Would a visual suggestion help your decision-making?
  - What do you think about seeing “recommended” budgets based on goals or past performance?
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## 6. Wrap-Up

- If you could change one thing about the ad setup experience, what would it be?
- Would you be open to testing future designs with us?