
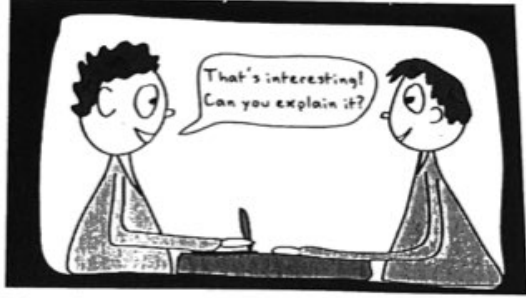
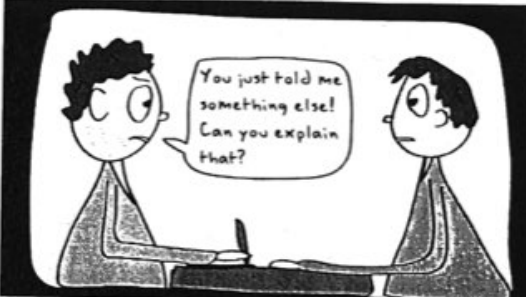


Exhibit 4.4 Steps in Conducting an In-Depth Interview

Step	Description	For Sonos...
1	Understand Initial Question/Problem	Sonos aims to understand how potential consumers operate in the voice enabled speaker market
2	Create a Set of Research Questions <ul style="list-style-type: none"> - Develop an <u>Interview Guide</u> (access template here) with a set of rsh questions that focuses on the major elements of the problem. Use a logical General-to-Specific flow. <p style="text-align: center;">12 - 15</p>	Research Questions: <ul style="list-style-type: none"> • How do our target population interact with voice? • What do your sonic experience look like (e.g., listening to music, podcast, audiobooks, gaming, watching videos) • What are the purchase triggers (e.g., individual and social factors that affect decision making process)? • What do their search process look like when it comes to purchasing a voice enabled speaker? • What are their top system feature preferences in a voice enabled smart speaker? • What are the perceptions on the leading VA speaker systems (e.g., how the ecosystem of leading brands affect consumer decision making. Amazon ecosystem with Echo, Apple ecosystem with Homepod) <p>THESE QUESTIONS ARE TOO BROAD! More on this later...</p>
3	Decide on the best environment for conducting the interview <ul style="list-style-type: none"> - Determine the best location for the interview based on the characteristics of the participant and select a relaxed, comfortable interview setting. - Setting must facilitate private conversations without outside distractions 	

MKT 220 Business Research Methods
 Chapter 4 Exploratory and Observational Research Design
 Learning Objective 1 Qualitative Research and 2 In-Depth Interviews (IDIs) (Pages 78-83)

4	<p>Select and Screen the Respondents</p> <ul style="list-style-type: none"> - Select the participants using specific criteria for the situation being studied. - Screen participants to assure they meet a set of specified criteria. 	<p>Criteria:</p> <ul style="list-style-type: none"> - Education: College educated - Age: 18-34 age group - Income: <ul style="list-style-type: none"> - Social Class: upper middle income class - Lifestyle: <ul style="list-style-type: none"> - who are identified as MML (modern music lovers) - subscribed to premium music streaming services - appreciate quality
5	<p>Respondents Greeted, Given Interviewing guidelines, and Put at Ease</p>	
6	<p>Conduct the IDI</p> <ul style="list-style-type: none"> - Use probing questions to obtain as many details as possible from the participant. 	<p>Probing Techniques (from video on Probing):</p> <ul style="list-style-type: none"> - Question repetition - Question reformulation - Request for an example - Request for reasoning - Request for elaboration - Request for experience - Active silence - Humming - Paraphrasing <p>Examples: Me asking a Question: tell me how you use your smart speaker. Subject Response: blah blah blah. Me using the probing technique of Humming and Request for elaboration: can you explain that?</p> 

		<p>Me using the probing technique Request for reasoning: That is interesting! Can you explain it?</p>  <p>Me using the probing technique Question Repetition; you just told me that...</p> 
7	<p>Analyze Respondent's Narrative Responses</p> <ul style="list-style-type: none"> - Summarize initial thoughts after each interview. In particular, write down categories that may be used later in coding transcripts, a process referred to as memoing. - After all data are collected, code each participant's transcripts by classifying responses into categories. 	<ul style="list-style-type: none"> - Each audio interview must be transcribed <u>verbatim</u>. - Each student must Identify topics/themes and categorize them. See IDI Code video minute (mark 4:15). posted to Blackboard/Course Documents/Lecture Notes/Chapter 4.
8	<p>Write Summary Report of Results</p> <ul style="list-style-type: none"> - The report is similar to writing a report for a focus group. 	

Your In-Class Group Assignment:

1. The research questions given in the Group Project Description are too broad. You are to develop more specific questions. See example below!
2. Submit your work using the link Blackboard/Course Documents/Questions. This is a group submission.
3. Later tonight I will select the final 15 questions. You will copy/paste those questions into your group's interview guide.

Example:

- How do our target population interact with voice?
 - How often do you use a smart speaker?
 - For what purpose do you use a smart speaker?
 - How do you use your smart speaker?
 - What kind of commands do you use with your smart speaker?
- What do your sonic experience look like (e.g., listening to music, podcast, audiobooks, gaming, watching videos)
 - (Using a projective technique showing a picture of the smart speaker):
 - How do you use this smart speaker to listen to music? What kind of music?
 - How do you use this smart speaker to listen to a podcast? What kind of podcasts?
 - etc.
- What are the purchase triggers (e.g., individual and social factors that affect decision making process)?
- What do their search process look like when it comes to purchasing a voice enabled speaker?
- What are their top system feature preferences in a voice enabled smart speaker?
- What are the perceptions on the leading VA speaker systems (e.g., how the ecosystem of leading brands affect consumer decision making. Amazon ecosystem with Echo, Apple ecosystem with Homepod)
- What are the attributes that you look for in a smart speaker?
- How would you use a smart speaker?
- What makes you decide to buy one smart speaker?

Out of Class Activity

Each student must conduct an in-depth interview.

Each student must submit the transcript of his/her interview to Blackboard/Course Documents/In-Depth Interview by 10 min before next class (Sections B and C due date is Monday Feb 12; Section E due date is Tuesday Feb 13; Section AE due date is Thursday Feb 15)

MKT220 Business Research Methods
 Chapter 4 Exploratory and Observational Research Design
Interview Guide Template WITH FINAL QUESTIONS!!!

<p>1. Introduction</p> <p>Key Components:</p> <ul style="list-style-type: none"> • Thank you • Your name • Purpose • Confidentiality • Duration • How interview will be conducted • Opportunity for Questions • Signature of consent/verbal consent 	<p>I want to thank you for taking the time to meet with me today. My name is _____ and...</p> <p>We want to understand how potential consumers operate in the voice enabled speaker market...</p> <p>All responses will be kept confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in our report does not identify you as the respondent. Remember, you don't have to talk about anything you don't want to and you may end the interview at any time.</p> <p>This interview should last no more than 30 minutes and will be recorded.</p> <p>At the end of the interview you will have the opportunity of asking me questions.</p> <p>By agreeing to the recording you are willing to participate in this interview. Thank you!</p> <p>Recorder... Start!</p>
<p>2. Questions</p> <ul style="list-style-type: none"> • No more than 15 open-ended questions • Ask factual before opinion • Use probes as needed 	<ol style="list-style-type: none"> 1. How do our target population interact with voice? In other words, we want to know the commands that you use with a voice activated speaker (example: set my alarm). 2. How often do you use a smart speaker? A what time of day do you use your smart speaker? 3. For what purpose do you use a smart speaker? For example, set reminders, play music, listen to books, make purchases, etc. 4. How many people in your household use your voice activated speaker? Who uses it the most? least? 5. What kind of commands do you use with your smart speaker?

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 Chapter 4 Exploratory and Observational Research Design
Interview Guide Template WITH FINAL QUESTIONS!!!

	<ol style="list-style-type: none"> 6. What do your sonic experience look like (e.g., listening to music, podcast, audiobooks, gaming, watching videos). Give us an example of a situation when you used your voice enabled speaker. 7. How do you use this smart speaker to listen to music? What kind of music? 8. How do you use this smart speaker to listen to a podcast? What kind of podcasts? 9. Just recently, during Super Bowl LII we saw a commercials about Alexa. Who do you believe buys voice activated speakers? Why do you believe people buy voice activated speakers. 10. If you were to buy a voice activated speaker, which brand/product would you buy and why? 11. If you already have a voice activated speaker, tell us about how you went about the purchase. 12. If you received your voice activated speaker as a gift, tell us why you believe someone needed to give you that item. 13. What features do you look for in a voice enabled speaker? For features we mean distinctive characteristics such as sleek design, buttons, etc. 14. Have you heard of Amazon Alexa? If yes, what is your perception about the product? 15. Have you heard of Google Home? If yes, what is your perception about the product? 16. Have you heard of Apple HomePod? If yes, what is your perception about the product?
<p>3. Closing Key Components:</p> <ul style="list-style-type: none"> • Additional comments • Next steps • Thank you 	<p>Is there anything more you would like to add?</p> <p>I'll be analyzing the information and submitting a draft report to my class in two weeks. I'll be happy to send you a copy to review at that time, if you are interested.</p> <p>Thank you for your time.</p>