



[PEER 2025 - Sonae use-case] Semi-structured interview [EN]

Auteur : PEER project **Créé le :** 21/03/2025 **Mis à jour :** 18/12/2025 **Langue :** Français

This semi-structured interview is used to gather participants' feedback following the user test on:

- the AIA index
- the AI assistant

SEMI-STRUCTURED INTERVIEW

1. Instructions

HTML

△ **The interview must be audio recording.**

2. question1

HTML

□ Instructions for the experimenter

- **No recommendations** (no advice or corrections).
- **No evaluation** (no value judgements).
- **No investigation** (don't ask participants to say anything they wouldn't have said on their own).
- **No interpretation** (no attempt to explain behaviour).

△ **The first questions are deliberately 'funnelled':**

We start with generic, non-oriented questions so as not to force answers.

3. AI assistant

HTML

□ AIA index part

4. _textInstructions

HTML

□ Instructions for participants

«Thank you for completing the questionnaire! Now we are going to conduct an interview, which will be divided into several parts. The aim of this interview is to gather your feedback on the user test you have just done.

Please feel free to share all your ideas, it is your opinions we are interested in. There are no right or wrong answers.

For this part, I would ask you to focus on the questionnaire you have just completed. The aim of this questionnaire is to assess how trustworthy the AI assistant is, in order to estimate whether you would be willing to use it in the future.

Is it ok for you?»

5. Q1

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Q1

Generally speaking, what did you think of the questionnaire?

Why?

6. Q2

HTML

Q2

How mentally demanding was answering the questionnaire?

Why?

7. Q3

HTML

Q3

Did you find it difficult to answer certain items?

If yes, which ones? Why? (difficult to understand, irrelevant, impossible to answer, etc.)

8. Q4

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Q4

The questionnaire is used to assess the trustworthiness of the AI assistant.

In your opinion, what are the most important criteria to take into account when we want to evaluate the trustworthiness of an AI assistant?

Why?

9. Q5

HTML

Q5

Anything to add regarding the questionnaire?

10. question2

HTML

□AI assistant part

11. question12

HTML

□Instructions for participants

« Now for this second part of the interview, I would ask you to focus mainly on the AI assistant because that's what we are assessing today.

When we refer about the AI assistant, we are talking about the part of the system that gave you indications during the task.

The aim is to get your feedback on the AI assistant so that it can be improved.

Is it ok for you? »

12. Q6

HTML

Q6

How did the test go?

What is your general impression of the AI assistant?

13. Q7

HTML

Q7

What did you like about the AI assistant?

Why?

14. Q8

HTML

Q8

What did you dislike about the AI assistant?

Why?

Have you encountered any difficulties? Which ones? Why?

15. Q9

HTML

Q9

What did you understand about the job and the functioning of this AI assistant?

Can you describe its functioning?

What data are used to make it work?

16. Q10

HTML

Q10

Have you heard of this specific AI assistant before the test?

How familiar are you with doing your shopping with the SIGA application?

How familiar are you with using similar systems to this AI assistant? Can you give me example?

How familiar are you with using AI technologies in general? Can you give me example?

17. Q11

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Q11 (optional, depends on answer to Q10)

What differences are there between using the AI assistant and the way you usually conduct the task?

Why?

18. Q12

HTML

Q12

What did you think about the fact the AI assistant takes your constraints into account?

What did you think of the information you enter at the start in the simulator environment (shopping list, constraints, target)?

Do you think they are relevant? Why?

19. Q13

HTML

Q13

What did you think about the explanations (route plan, explanation, expected time / distance, queue time, etc.) provided on screen by the AI assistant?

Do you think they are relevant? Why?

Do you think they were consistent with your constraints? Why?

Do you think they are accurate? Why?

20. Q14

HTML

Q14

Have you considered the AI assistant's recommendations?

Do you think they are relevant? Why?

Do you think they were consistent with your constraints? Why?

Do you think they are accurate? Why?

21. Q15

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Q15

What did you think about the functionality to rate your experience with the simulator, at the end of the shopping session ?

Did you like it? Why?

Would you use it? Why?

22. Q16

HTML

Q16

What did you think of the AI assistant's others features?

Why?

Can you give me some examples?

Do you have any suggestions for improvements?

Which ones?

Can you rank these suggestions for improvements?

23. Q17

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Q17

Would you be interested in using this AI assistant in the future?

Why?

24. Q18

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Q18

Did you trust the AI assistant?

Why?

25. Q19

HTML

Q19

Would you change one or more aspects of the AI assistant to make it (more) trustworthy?

What aspect? Why?

26. Q20

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Q20

Anything to add regarding the AI assistant and the session?