



How do we decide what questions Max asks?



It may seem arbitrary, but a lot of thought and discussion goes into what questions Max asks (and when Max asks them.)

EXAMPLE

A client wanted us to ask any residents having HVAC issues about how recently their filter was changed or cleaned, as that would offer the clients valuable info about the home.

We suggested keeping the current question -Is your filter dirty?- in place....here's why:

1

Reduces friction and limits frustration.

Many people won't know the exact date of their last filter change or clean off the top of their heads. As the resident tries to recall a date (or even a general timeframe), their progress through the intake process can slow down or stop altogether.

Plus, we need them to check the filter anyway, so an additional question like this can feel frustrating (why isn't Max getting to the point?!)

Even if the filter was recently changed or cleaned, it could still be the problem...said another way: *knowing when it was last changed/cleaned isn't the most foolproof way of determining if it CURRENTLY needs changing/cleaning.*

As such, we'd have to ask a follow-up question to get an idea of what the filter looks like *right now*.

2

Streamlines the conversation.

3

Keeps the conversation as short and useful as possible.

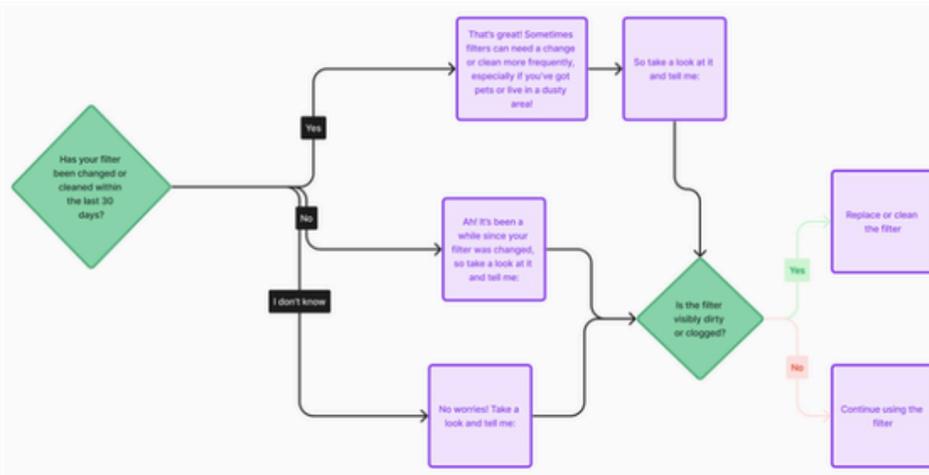
The best user experience is the one that gets to the point quickly and succinctly. The fewer questions, the better.

There's also a difference between essential information and useful information:

- It's *essential* to know whether the filter is currently dirty.
- It's *useful* to know when the filter was last changed or cleaned, but that knowledge doesn't help with the diagnosis.

Imagine a Real-Life Maintenance Visit...

Version 1: Ask about the filter's last change.



Maintenance: When did you last change or clean your filter?

Resident: Last month.

Maintenance: Well, let me take a look at it, just to be sure.

(Maintenance takes a look, sees it's dirty)

Maintenance: Ah-ha! Yep, filter needs changing.

Resident: But I just changed it last month!

Maintenance: Yeah, sometimes they can get dirty pretty quickly!

Version 2: Check the filter first.

(Maintenance takes a look at the filter, and sees it's dirty)

Maintenance: Ah-ha! Yep, filter needs changing.

Resident: But I just changed it last month!

Maintenance: Yeah, sometimes they can get dirty pretty quickly!

