**Data end user Interview topic guide**

Thank you for agreeing to take part in the interview.

Thank you for signing the consent form.

The purpose of this interview is to gather information on how you use data generated from species records, how well the data itself and the way in which you can access it currently meets your needs. We want to understand your experience of using species records. We are particularly interested in what influences the decisions that you make around what data you use, and how you use it. We’re also interested in knowing about the points at which you interact with others and how this works.

I have a set of questions to run through with you.

I’ll start recording now if that’s ok?

*Section One: Background*

1. What is the name of the organisation you work for or are affiliated with?
2. What is your role within that organisation?

*Section Two: Purposes for using species records data*

1. What species record data do you use? Including species or species groups and spatial extent.
2. Could you talk me through what you use that data for?
   1. What decisions does that data inform?

*Section Three: Data requirements*

1. Where do you obtain the data from?
2. What format does it come to you in?
   1. Is it raw data or a data product?
3. What resolution of data do you use?
   1. Does this differ for different purposes?
4. Do you do any processing or analysis of the data? Please describe.
5. What information do you use to inform your interpretation of the data? E.g.
   1. How do you deal with data gaps?
   2. How do you consider confidence, accuracy and precision?

*Section Four: Data communication*

1. What do you do with the data when you have processed and interpreted it? [prompt if required e.g. are you using it to project onto a boardroom screen, is it going into a report?]
2. What kind of audiences are you sharing information derived from your use of this data with?

*Section Five: Data aspirations*

1. How could the data you use be improved to help in your decision-making?
   1. Would it be helpful to have data at a higher resolution?
2. Is there any additional information that would help you to interpret the data?

*Section Six: Focusing in on modelled data*

1. How would you feel about using modelled instead of raw data?
   1. How would this affect how you interpret the data? (on gradients of accuracy vs completeness)
   2. Would this affect the type of decisions that you might use the data in?
2. Here are some examples of modelled data outputs (select examples according to answers to question 3.)
   1. How would you interpret the probability data shown in the images?
   2. Is there information that is not show in the images that it would be useful to include?

*Section Six: Wrap up*

1. Is there anything else you would like to tell us?
2. The next stage of our project will involve working with people like you to ‘co-design’ data visualisations so that they better meet the needs of data users. Would you be willing to get involved in this work?