

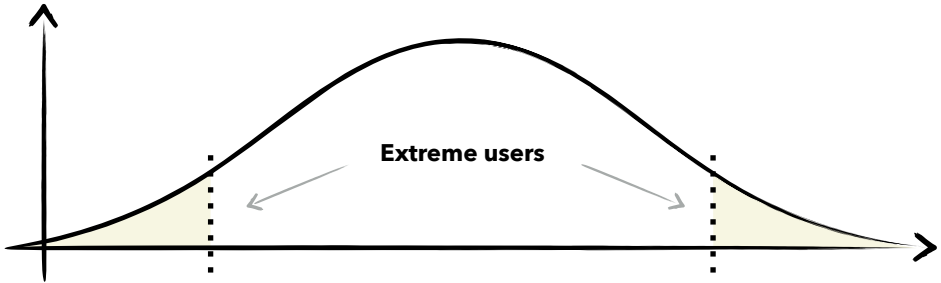


**User
research
interview
guide**

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Interview guide

TARGET AUDIENCE



DESIGN CHALLENGE

THINGS TO BRING



Overview

1 General guidelines & roles

2 Mindset

3 During user interview

- › Build rapport & gentle start
Building trust and breaking the ice
- › Evoke stories & go deep
Discovering the people you're designing for
- › Ending
Wrapping up in good terms

4 After user interview

- › Document learnings
What tensions, contractions, and surpluss have you raised from the user interviews and the stories behind it?
- › Prepare fragment cards



General guidelines

- › Ask open ended questions rather than questions that lead to yes / no answers.
- › Avoid asking leading questions e.g. do you think it is important to install alarm?
- › Be prepared for the interview and prepare that the interview conversation might require you to take side jumps.
- › Remember the tools are there to get the conversation started. If the tool or question doesn't resonate with the customer, you're not getting a lot of responses, move on to the next question or tool. The key is to get the conversation flowing.
- › Challenge the assumptions you hold by directly asking the customer.
- › Make sure to write down exactly what the person says, not what you think they might mean.
- › Be sure to observe the person's behaviour, intonations, pauses and interaction with the surrounding and see what you can learn from the context. If granted permission from the customer, also take some snapshots.

Roles

- › **Interviewer:** focus on the conversation and inquiring deeper into the user's answers to help them and you uncover reasons behind their responses.
- › **Observer:** you'll be wearing several hats during the interview: ensure the conversation is recorded, take pictures during the conversation, and take notes of the conversation, while making sure to time keep the interview.

Mindset



Active listening

Focus on what the customer is sharing with you, rather than your opinion about their perspective, needs and aspirations.



Defer judgement

Respect the worldview of your customer. Stay curious what makes he/she hold the opinions instead.



Focus on human values

Focus on what he/she is telling you. Be curious and attentive towards the clues to deepen the conversation.



Trust the process

Sometimes the conversation will require you to take side-jumps. Be prepared for it and follow it for some time as it might take you to hidden insights.

The interview

1 Introduce yourself

"Hi, my name is ...

As explained during our previous conversations, we are currently conducting research about learning behaviours. Thanks again for your time and dedication"

2 Set the stage - Share the purpose and desired outcome

The purpose is to have an open conversation to better understand the reasons and why you make certain decisions when it comes to learning.

The desired outcome is to have some concrete stories that will inspire us to develop meaningful solutions.

Just to be clear: there are no right or wrong answers. We want to hear your experience and opinions about things.

We don't want to give you too much context, but we will give you **more information afterwards**.

3 Ask broad questions about values, habits and the person's life

Ease in the conversation by asking broad questions before asking more specific questions related directly to your challenge.

- › **What's your name?**
- › **Which department are you from and what is your role there?**
- › **Walk me through your day to day life at work**

4**Evoke stories with open ended questions**

Ask questions that allow the interviewee to get into 'story telling mode'

- › **Tell me a story about the last time you learn something new** (i.e, skill, hobby or interest)
- › **Walk me through that process** (i.e. how did you decide which platform to learn from, who did you approach for advice)
- › **What did you do with what you have learned?**
- › **Share with me the last time you have to learn something new at work?**
- › **What was challenging for you?**

5**Look for tensions, contradictions and surprises.**

Dig deeper by asking **5 why's** or another story

Tensions, contradictions, surprises:

Why why why? - Tell me a story:

Tentions, contradictions, supprises:

Why why why? - Tell me a story:

Tentions, contradictions, suprises:

Why why why? - Tell me a story:

Tentions, contradictions, supprises:

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Tentions, contradictions, suprises:

Why why why? - Tell me a story:

Thank you so much for this conversation! We've taken good notes on your valuable input which will be used to design the next generation experiences.



Team:

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