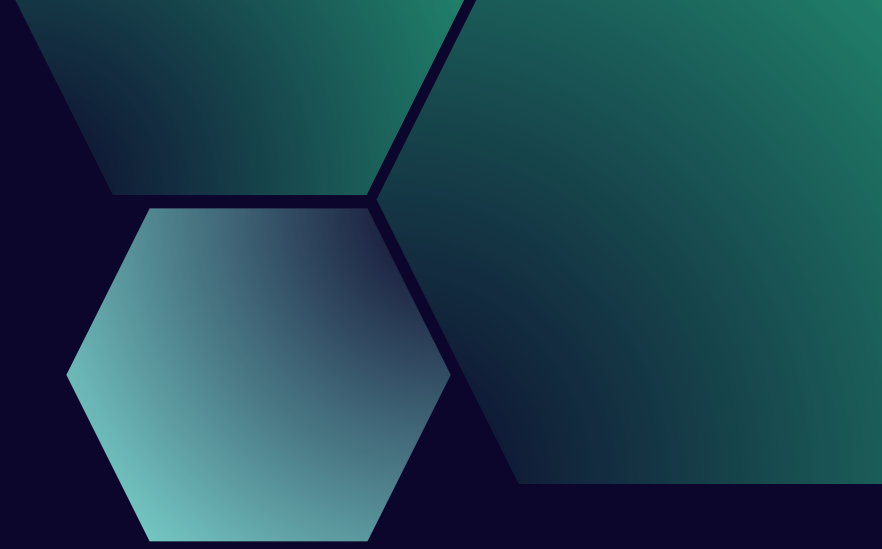


USER INTERVIEWS



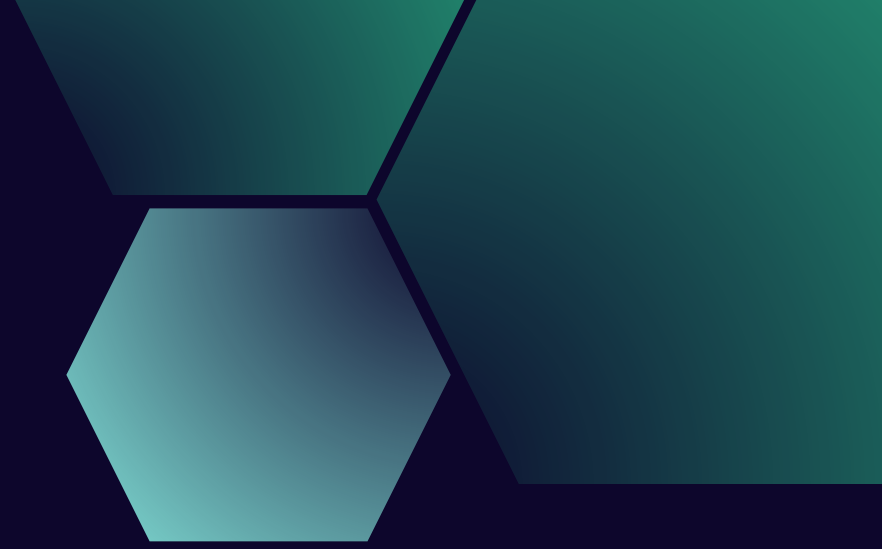
WHY USER INTERVIEWS ?





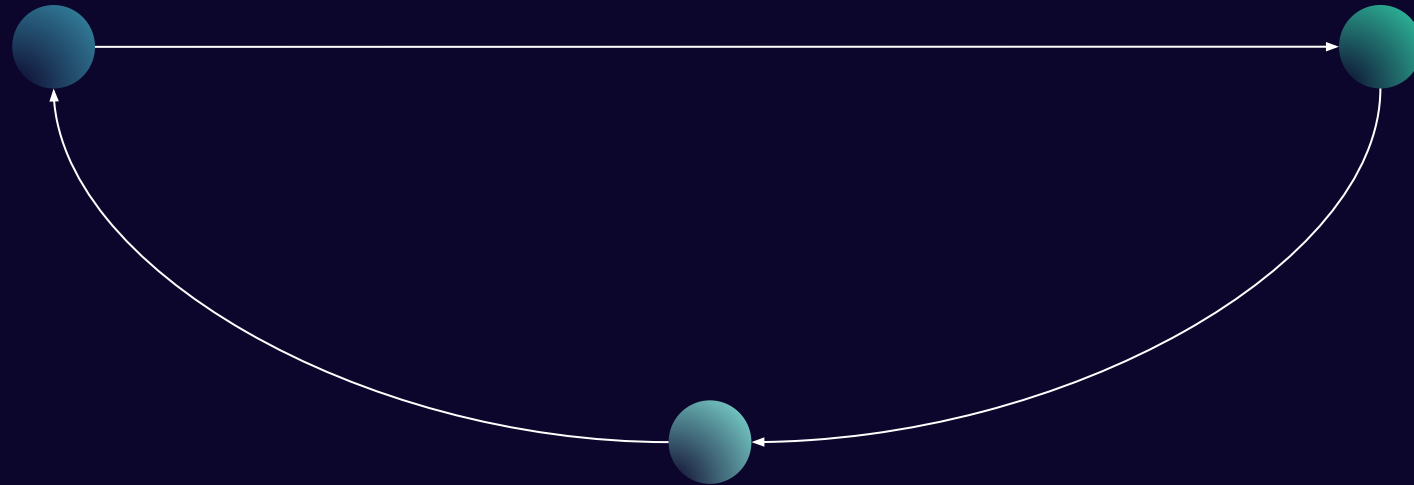
ARE WE BUILDING
SOMETHING USERS WANT?

WHAT ARE USER INTERVIEWS ?



Form a new hypothesis: what do I need to test about the problem?

Determine a target group: who has the most information about my hypothesis



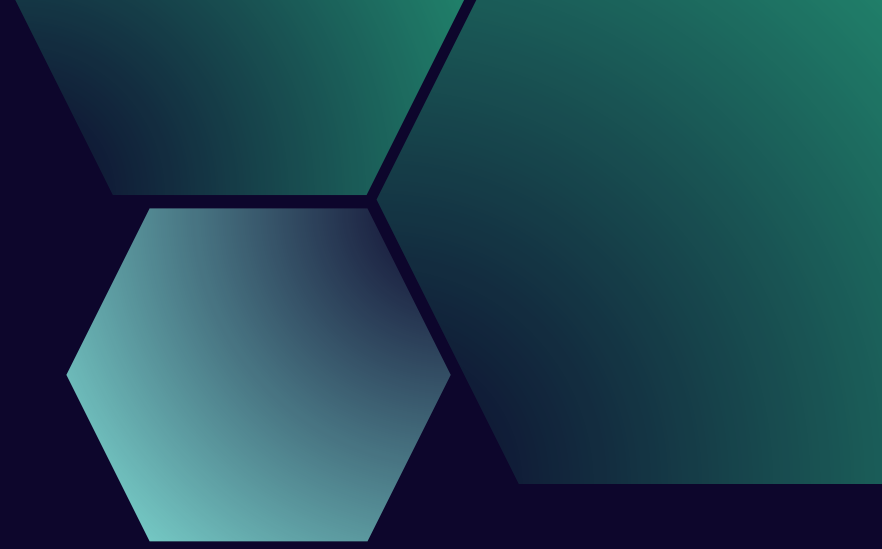
Test the Hypothesis:
conduct an interview
with 5 members of a
target group



We need...

- Clear Hypothesis
- Target Audience
- Test Design

THE HYPOTHESIS



Form a new hypothesis: what do I need to test about the problem?



**EVERY DAY I
ARRIVE
DEPRESSED AT
WORK**



“People like Kathi hate
public transport”

A good hypothesis is...

- Concrete
- Non-obvious
- Testable



A decorative graphic in the top right corner consisting of three overlapping hexagons. The top hexagon is a dark teal color, the middle one is a medium teal color, and the bottom one is a light teal color. They are arranged in a triangular pattern.

TAKE 5 MIN AND WRITE
YOUR HYPOTHESIS

THE TARGET GROUP



Form a new hypothesis: what do I need to test about the problem?



Determine a target group: who has the most information about my hypothesis



Kathi ...

- is self-employed
- uses public transport
- works in a co-working space



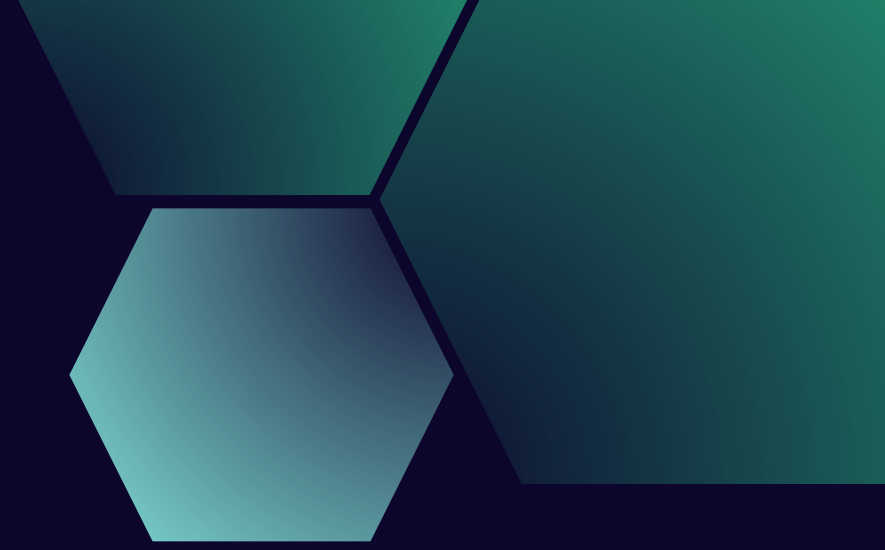
A good target audience is...

- Small
- Homogenous
- Reachable



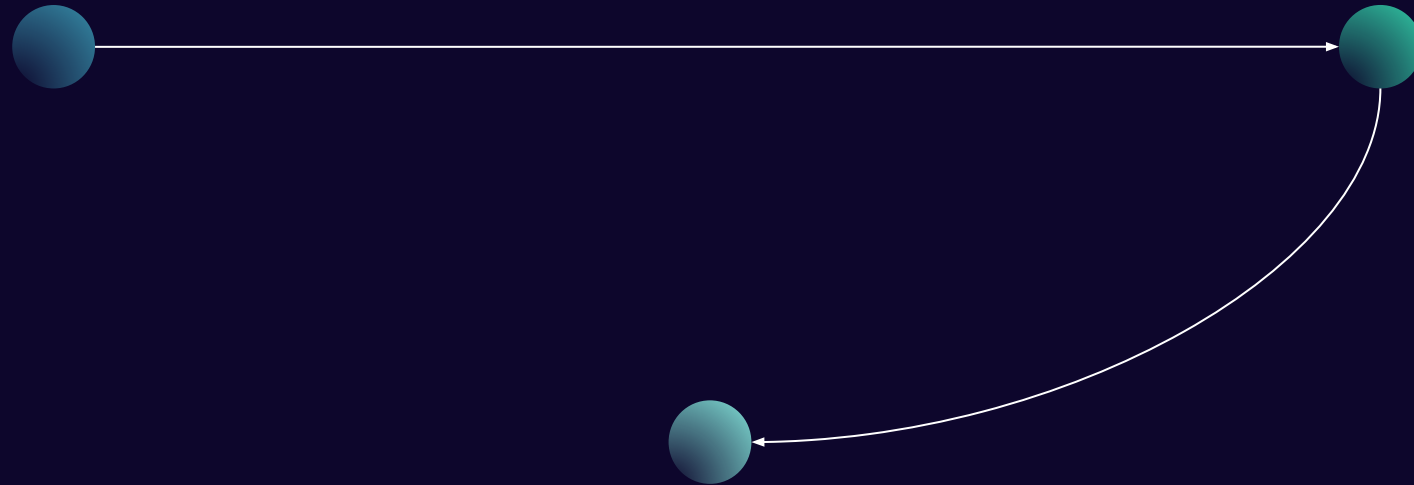
TAKE 5 MIN AND WRITE
DOWN YOUR TARGET GROUP

THE USER TEST



Form a new hypothesis: what do I need to test about the problem?

Determine a target group: who has the most information about my hypothesis



Test the Hypothesis:
conduct an interview
with 5 members of a
target group



In a good user interview...

- Ask open end questions
- Quantify the problem
- Never talk about your solution

Example questions ...

- can you tell me about the process of X
- what is your most pressing problem there
- so what?/why is it critical?/ what would happen if you did not solve it
- how is it solved right now
- how many people are spending time on this/ how much does it cost
- can you walk me through the last time you had that problem and solved it
- how do you define success within your department/company etc.

A decorative graphic in the top right corner consisting of three overlapping hexagons. The top-left hexagon is a dark teal color. The bottom-left hexagon is a lighter teal color. The rightmost hexagon is a medium teal color. They are arranged in a triangular pattern.

LET'S PRACTICE

**ALMOST
EVERY DAY I
FIND A DEAD
BIRD IN FRONT
OF MY OFFICE**



Other forms of user tests...

Quantitative...

- LinkedIn Tests
- Cold e-mail conversion
- Surveys
-

Qualitative...

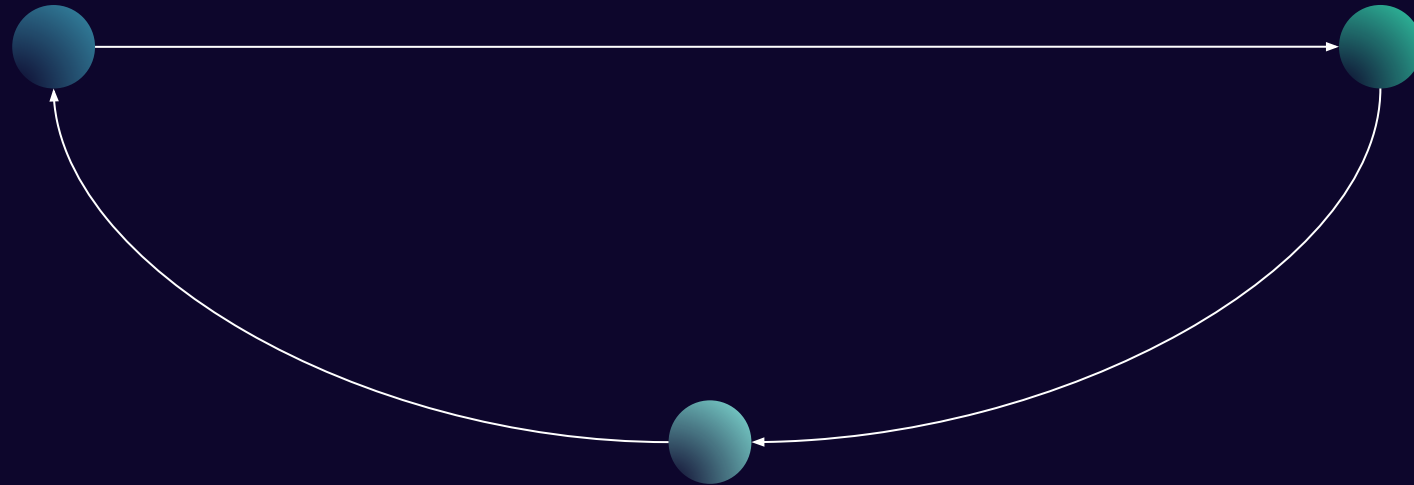
- User interviews
- Process/stakeholdermap painting
- Card swapping
- ...

HOW TO ANALYZE USER INTERVIEWS ?



Form a new hypothesis: what do I need to test about the problem?

Determine a target group: who has the most information about my hypothesis

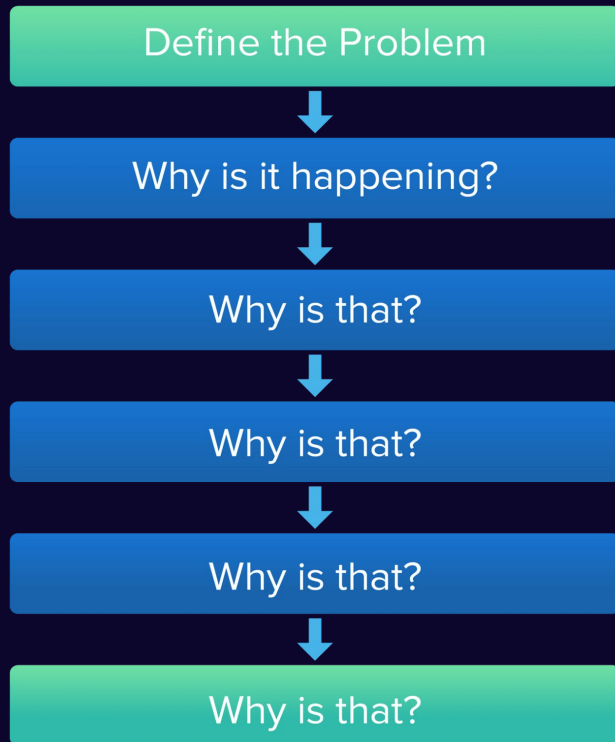


Test the Hypothesis:
conduct an interview
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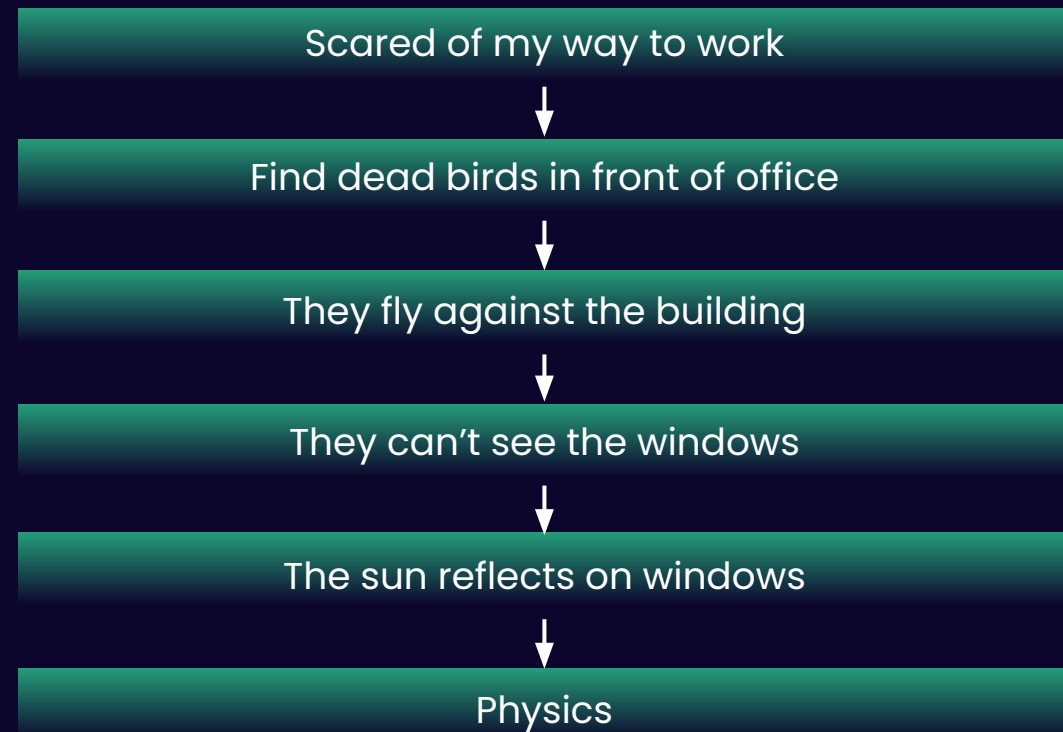
5 whys to get new hypothesis...

Find a framework that works for you! But 5 whys is solid

The 5 Whys



Root Cause

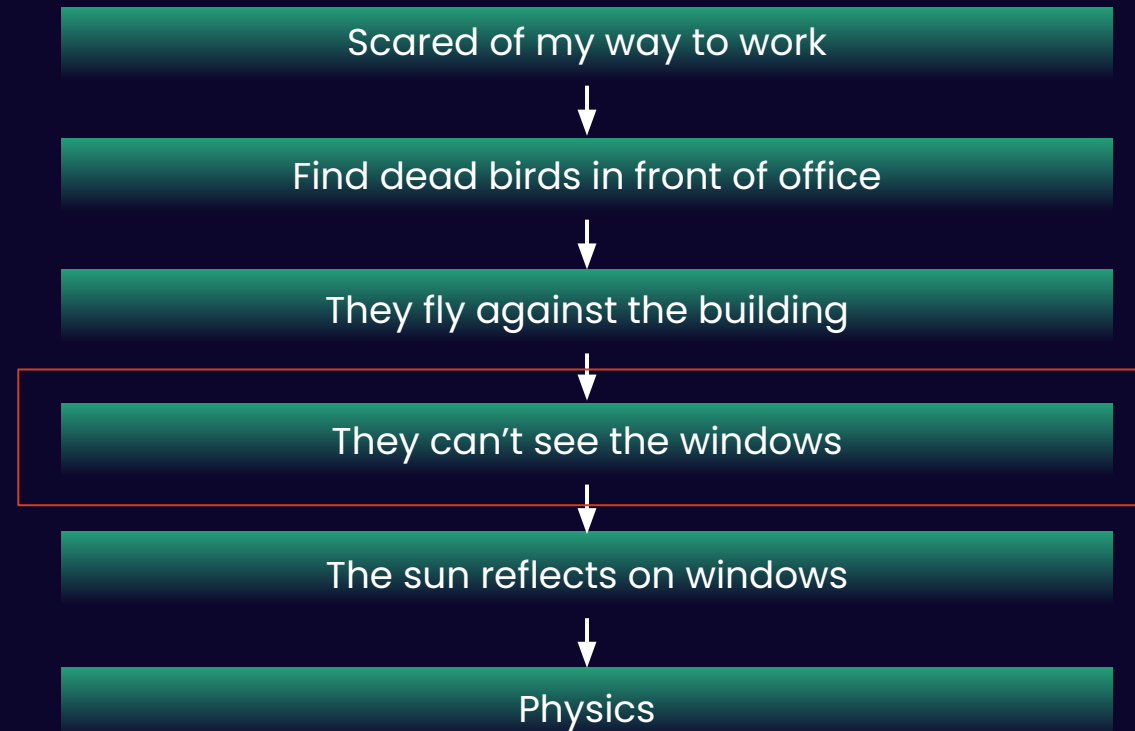




TAKE 5 MIN AND WRITE YOUR
FIVE WHYS

5 whys to get new hypothesis...

Find a framework that works for you! But 5 whys is solid

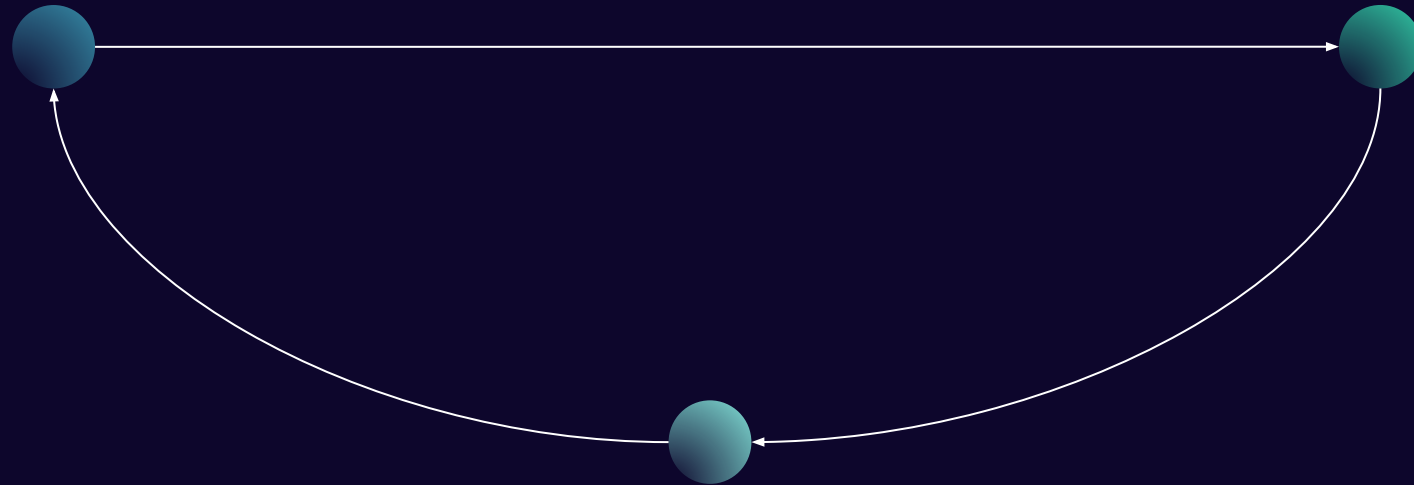


BIRDS CANNOT SEE THE WINDOWS



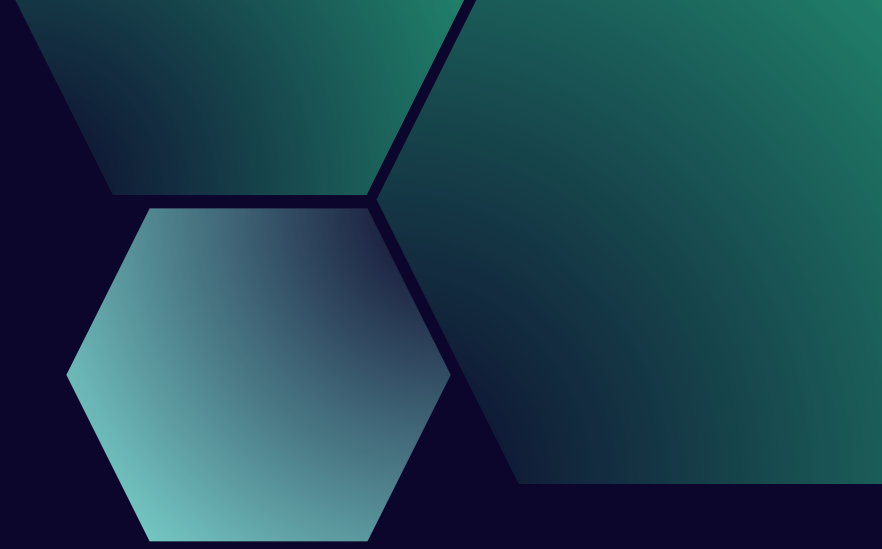
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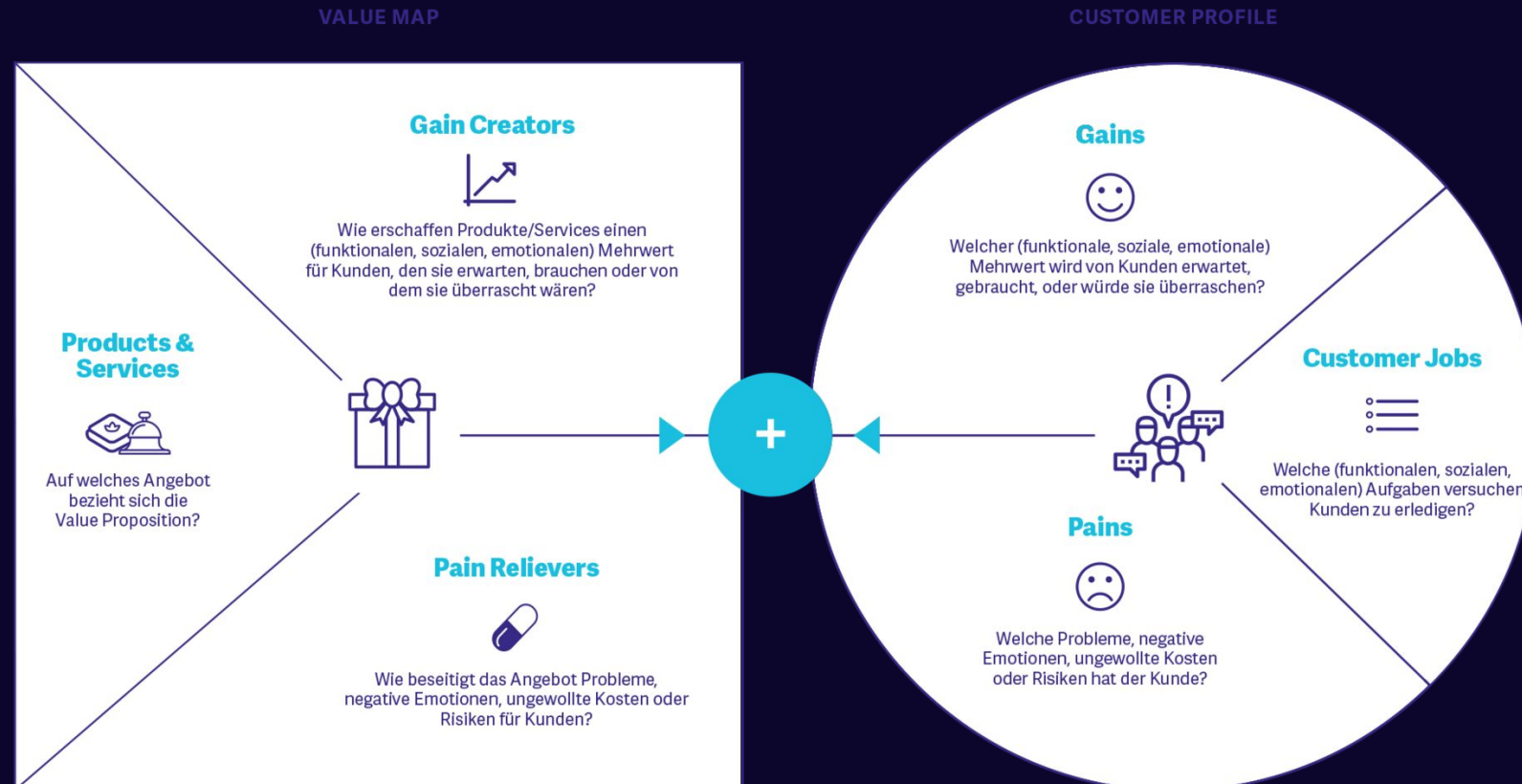
Test the Hypothesis:
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with 5 members of a
target group

HOW TO FORMULATE MY PROBLEM?



VP canvas to summarize...

Find a framework that works for you! But VP canvas is a good start



**MY
2 CENTS...**



AI specific

- Be orthogonal
- Do not force AI

Success factors

- Above all: willingness to pay
- Workarounds are a good sign

Your process

- Pivoting is GOOD
- You cannot ask why enough

