

User Interview

Project: _____ Interviewed By: _____ Date: _____

Name :

Demographics: Age ____ Sex ____ Position _____ Other _____

Introductions

Interviewer introduction (what to say)

Notes:

Project introduction (what to say)

Notes:

Building Rapport

Inquire about the user (what to say)

Notes:

Share more about yourself (what to say)

Probing questions to follow up (such as, “Tell me a little bit more about your experience today?” or “how do you usually use this product?” or “What do you think about this experience?”)

Evoke Stories of Their Experiences

“Can you tell me about the first time you...?”

“What was your best or worst experience with...?”

“What do you think would surprise me about your experience...?”

Others:

Notes:

Explore Emotions

“Walk me through what you were thinking when you...?”

“Why do you say that? Tell me more...”

“How did you feel when ____ happened?”

“Why is ____ important to you?”

Others:

Notes:

Follow-Up	
Reflecting on the statements made by the user, what follow up questions do you need to ask?	Notes
Thank and Wrap-Up	
How would you like to thank interviewees?	
What do you need to tell them at the end of the interview (for instance regarding future follow-up)?	

Other Notes: