

M4 - CD Interviews

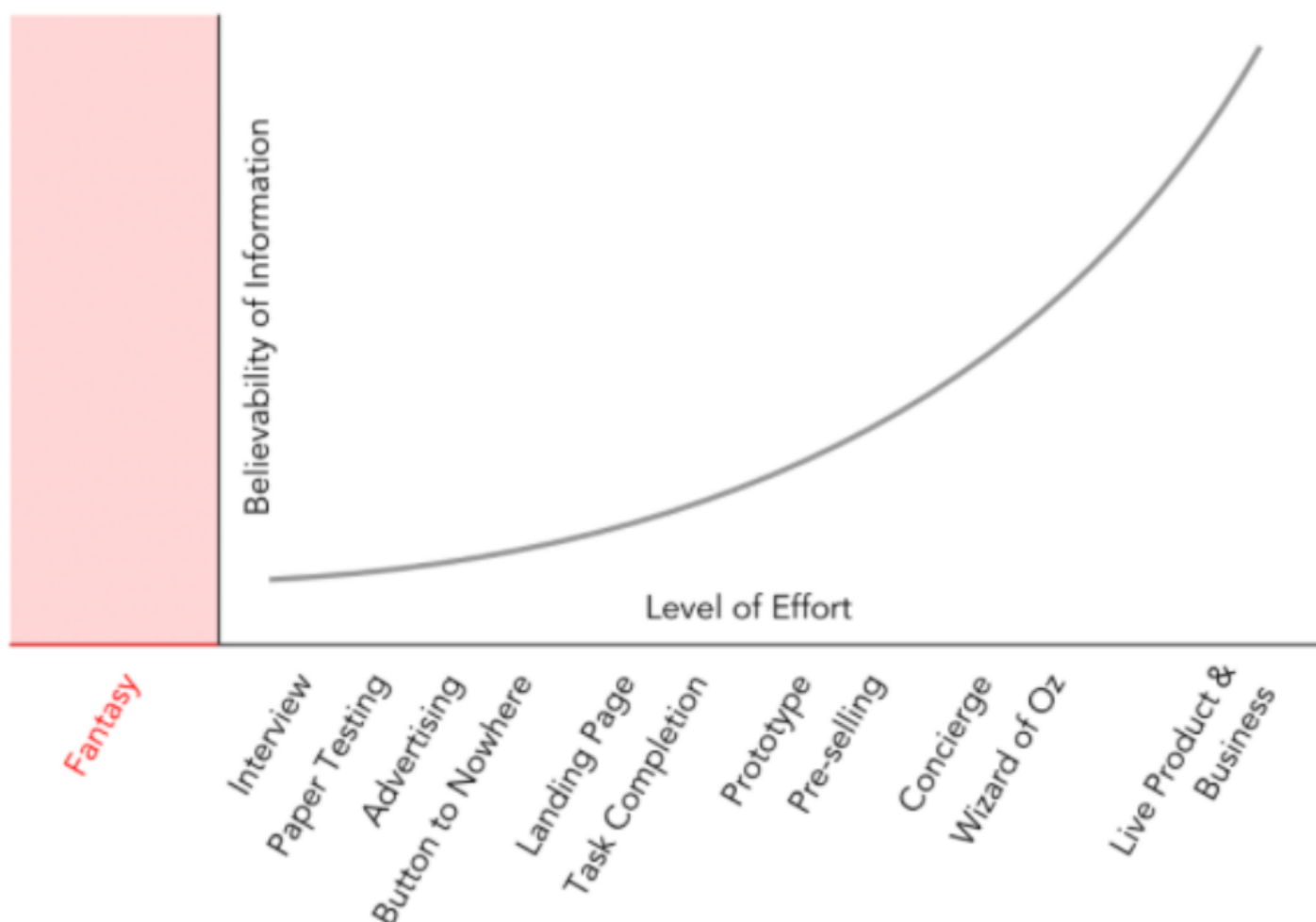
Experiments vs Interviews

Experiments -> tell you **whether** something will happen

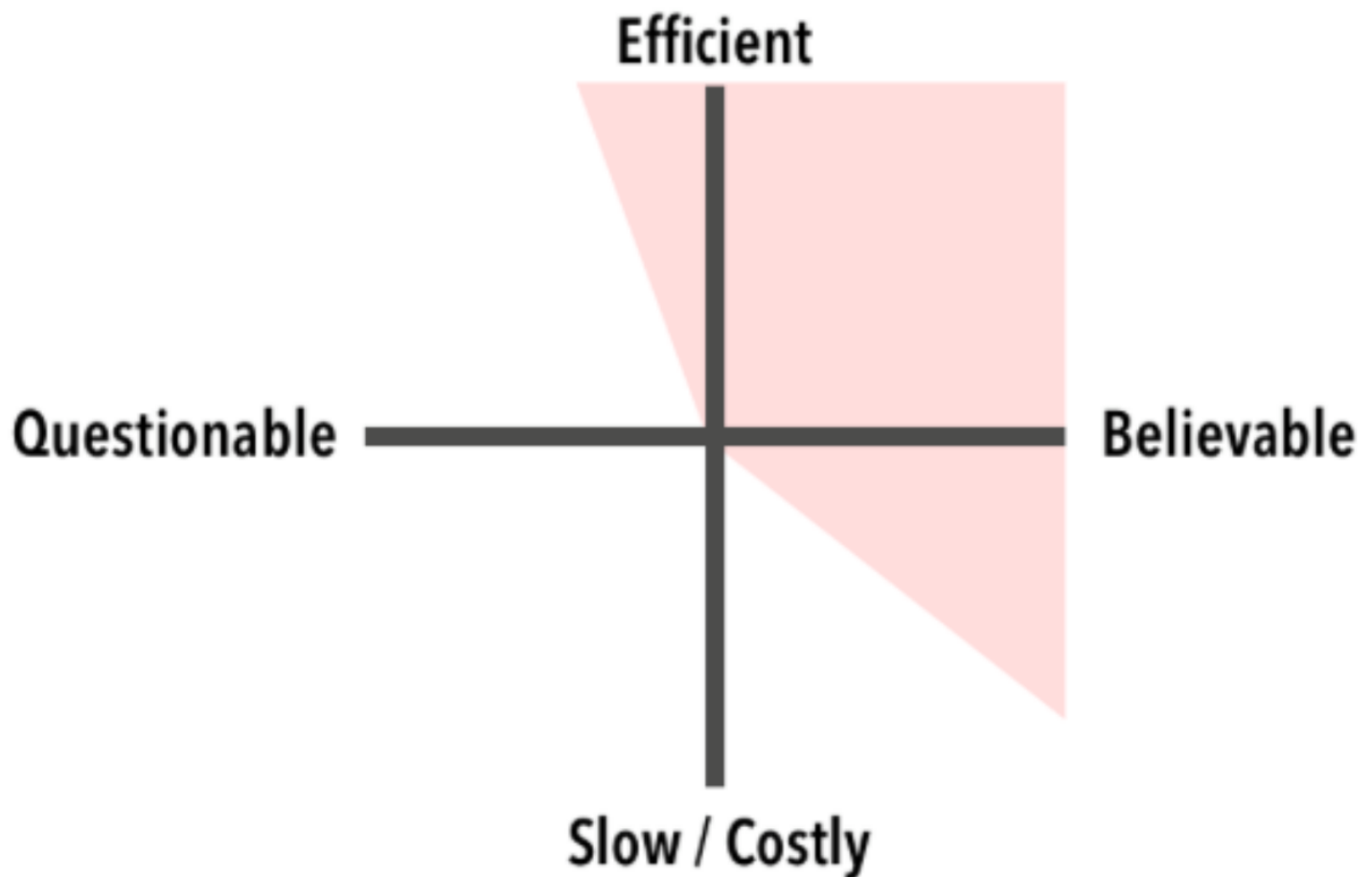
Interviews -> tell you **why** this thing happens

	Experiments	Interviews
Purpose/Approach	Test the hypotheses	Gather Insights
Data (type) Collected	Quantitative (conversion rate, click-through rate, A/B test results, etc)	Qualitative (emotional reason/response, decision-making reasoning, user stories, etc)
Bias & Interpretation	Less prone to bias	More prone to bias (e.g. confirmation-bias)
Speed & Scale	High (can be automated, scaled in many cases)	Low (requires more time/effort, typically done individually)
Depth (of understanding)	What people do (not why they do it)	Why customers behave the way they do

Truth Curve



How to choose what experiments/interviews to do?



Tips For Customer Interviews

1. Know your goals & questions ahead of time
2. One person at a time (not a group)
3. Be open to hearing things you DON'T want to hear
4. Disarm "Politeness Training" (tell the person to be brutally honest)
5. Ask open-ended questions
6. Listen, don't talk
7. Drill down on details – "5 Whys" method?
8. Separate behavior and feedback in a discussion
9. Focus on actual behavior
10. Recap what you heard and/or misrepresent to confirm!
11. Ask for introductions – Get leads to talk to another 1-3 people!
12. Write up your notes as quickly as possible