

Interview Template

You will find in the template the structure that will be used for the interview, which is divided into two main sections. The first is the introduction, outlining the purpose and context of the interview. The second is the questions section, where each question specifies the phase of questioning, the type of question, and the purpose of the question. Finally there is a closure for the interview.

INTRODUCTION

Introduce yourself:

“Hi, my name is Eric. I’m working on a project to understand how university students in Colombia handle administrative errands. We want to deeply understand your experiences so we can identify real problems and potential improvements.”

State the purpose:

“The goal of this interview is to learn about your personal experiences, frustrations, and strategies when doing administrative tasks, so we can design something that truly helps.”

Ask for consent:

“Would it be okay if I record the conversation so I don’t miss anything important?”

QUESTIONS

#	Question	Phase of Questioning	Type of Question	Purpose
1	Could you tell me a little about yourself — what you study, where you’re from, and how long you’ve been at university?	General Curiosity	Open	Breaks the ice, builds rapport, and gets basic context for interpreting later answers.
2	When you think of “administrative errands” (like ID renewal, tax	General Curiosity	Open	Reveals the participant’s initial mental model and emotional associations

	registration, applying for benefits), what comes to mind first?			with administrative errands.
3	Tell me about the last time you had to complete an administrative errand. What was the process like from start to finish?	General Focused Curiosity	Open	Encourages a storytelling approach that uncovers actual behaviors, steps taken, and touchpoints.
4	How did you figure out what you needed to do? (e.g., websites, friends, offices, social media)	Focused Curiosity	Open	Identifies main sources of information and reveals reliance on informal vs. official channels.
5	Did you face any difficulties or frustrations during that process? Can you describe them in detail?	Focused Curiosity	Open	Surfaces pain points, emotional reactions, and barriers to completion.
6	How did you feel at each stage — before starting, during, and after completing it?	Focused Curiosity	Probing	Deepens understanding of emotional journey, which is key for empathy mapping.
7	What usually confuses you most when dealing with these kinds of errands?	Confrontational Curiosity	Open	Targets the hypothesis that unclear instructions and scattered info are major issues.
8	Who do you usually turn to for help, and why?	Focused Curiosity	Open	Reveals reliance on social networks and trust hierarchy in decision-making.
9	Have you ever missed a deadline or had to redo something because of unclear instructions? How did that happen?	Confrontational Curiosity	Open	Validates the hypothesis that misinformation causes delays and missed deadlines.

10	If you could have any tool, person, or service to make these errands easier, what would it look like for you?	General Focused Curiosity	Open	Opens up space for ideal scenarios without biasing answers toward your proposed solution.
11	How would you ideally want the process to feel?	General Curiosity	Open	Captures desired emotional state, helping define design principles later.

CLOSURE

Acknowledge and thank

“Thank you so much for sharing your experiences with me. I really appreciate your honesty and time, your input is very valuable for understanding the real challenges students face. What you’ve told me today will help us better understand the problem and design something that genuinely helps students navigate these processes more easily.”

Follow Up

“If we have more questions later or want to test ideas with you, would you be open to me reaching out again?”

Final Statement

“Good luck with your upcoming semester, and I hope your next bureaucratic errand goes smoothly!”