## Page 1 of 6

Interview Tips

By FicRec

## Page 2 of 6

Finding People

Start with family and friends who can’t deny you

this favour. If you participate in a group activity

or attend a group event, you can ask the

people there. It’s not exactly a good idea to find

people on the street as it kills your morale. For

people you don’t know personally, conduct

online surveys and make the questions easy to

answer.

## Page 3 of 6

Before Asking Questions

Make sure your interview candidates know

what product or service you want to provide.

The better they know your project the more

input they can provide, and the more relevant

to your value proposition the conversation

tends to be. Show them your low-fidelity

prototype if you have one.

## Page 4 of 6

Asking Questions: People You Know

If you know your interview candidates and want

to get them chatting, ask directed questions

that are the same (for each interview

candidate), but that will strike a chord that gets

them to chat about their likes and dislikes.

## Page 5 of 6

Asking Questions: Strangers

If you do not know your interview candidate,

ask everyone the same questions, but if you

see they are having trouble responding, try

various more directed approaches that may

strike their interest to get them talking. Always

in every case, take time to listen to your

customer audience.

Page 6 of 6

Listen Carefully and Take Notes

Every successful product is guided by what

people want, and if you do not listen and

produce what people want when you are

interviewing them, you will not succeed.

Sorry we didn’t have a video camera.