help

are talking and listening suggestions:

questioning practices help you hear the stories behind these facts. Below

indirect

however,

facts;

gain

you

do

tasks

questioning

Direct

user to hear about the successes and failures in people’s everyday lives.

In design thinking, interviews are a tool that allows you to engage with the

**MINDSETS: To Engage.** *Have a conversation rather than just ask questions***.**

the system and may reveal unmet needs before the mainstream users do.

**Look for inconsistencies:** Sometimes what people say and what they

*Adapted from work done at Hasso Plattner Institute of Design at Stanford and Henry Ford Learning institute*

or do things. The answers might surprise the interviewer.

she knows the answer, the interviewer needs to ask people why they say

**Follow up with why questions:** Even when the interviewer thinks he or

-

Interviewers need to ask about these inconsistencies during an interview.

do are different. These inconsistencies often hide interesting insights.

“extreme” or “mainstream”. Extreme users are people who are pushing

-

let the user elaborate on the answers similar to a conversation.

find normal, acceptable and believe to be true. A good interview should

reveal how the user thinks about the world. Stories reveal what people

**Encourage Stories:** Whether or not the stories people tell are true, they

-

Let the user do the talking:

questioning

develop **insights** about the user.

used together for a **deep** exploration of ideas so that the interviewer can

tell stories about various aspects of a topic. Both kinds of techniques are

while **indirect** questioning techniques are focused on getting the user to

techniques are focused on having the user speak about specific topics,

questioning

**Direct**

techniques.

indirect

or

direct

either

Interviews are a means of **engaging** a user to gather information using

**PRINCIPLES: Human Centered Design.** *Look to users for design inspiration.*

**Customer Interview Template**

**To find surprises**. Interviews can find differences in who the people are

**To identify the type of user.** Interviews can help identify if a user is

-

the emotions that guide a user’s behaviors.

**To gain empathy for the user.** Interviews can help the designer discover

-

and what they say they actually need.

and what they have stated they want and what these people actually do,

Page **1** of **4**

-

reveal unmet needs.

the use, usability & meaning of an idea, object or experience for a user to

**To uncover latent needs**. An interview can help Identify gaps between

-

Interviews develop value in several ways:

**PURPOSES: To Understand.** *Interviews are a technique to learn more about the user.*

*Adapted from work done at Hasso Plattner Institute of Design at Stanford and Henry Ford Learning institute*

something deeper.

be silence, a person will reflect on what they’ve just said and say

another question when there is a pause. Sometimes if you allow there to

**Don’t be afraid of silence:** Interviewers often feel the need to ask

-

question doesn’t imply there is a right answer.

question than “Don’t you think this idea is great?” because the first

**Ask questions neutrally:** “What do you think about this idea?” is a better

-

Page **2** of **4**

person to say things that agree with the interviewer’s expectations.

don’t help her by suggesting an answer. This can unintentionally get a

**Don’t suggest answers:** Even if someone pauses before answering,

-

The interviewer does the listening:

language as a way of using the interview to build empathy for the user.

**Listen to verbal and nonverbal cues:** Be aware of emotions and body

-

*becoming an interrogation, instead allowing the user to tell you in the way he/she wants.*

*sentences. This is a chance for the user to tell his or her story. Avoid the interview*

*as long as he or she likes and make sure you don’t talk over them or finish their*

*did you* ***feel*** *about the meal?” or “What did you* ***think*** *about the meal?” Let the user talk*

*help tell you more about eating behaviors. To find out about emotions, you can ask “How*

*different for this meal?” or “Did anyone* ***say*** *anything interesting during your meal?” can*

*using “say, do, think, and feel” style questions. For example, “Did you* ***do*** *anything*

*ask a follow up question to get the user to talk more. You can ask for more information*

*After you have asked your open ended question and your user has provided an answer,*

Hint: Use follow up questions for more info

**Rule #3 Have them tell you a story**

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*and describe any other information about the person you are interviewing.*

*the interview. You should ask or guess their age, record if they are a man or woman,*

*personal characteristics. You need to include the date, time, and where you are doing*

*what is being said, and another person can observe the user’s actions, behaviors, and*

*You should work in teams so that one person asks questions, one person writes down*

Hint: Work as a team

**Rule #4 One interviewer talks, the others write**

*if you can ask some questions. If the user says yes, then you can carefully and seriously*

*You need to introduce yourself, state your school, describe what you are doing, and ask*

**Rule #1 Talk to them following a path** Hint: Have a beginning, a middle, and an end

*ask your questions. Talk slow, be polite, and look the person in the eyes when speaking.*

**RULES:**

*To guide your behavior during interviews*

*“Describe a meal you had yesterday…” will evoke richer information.*

*remember what you ate yesterday?” can be answered with a “yes or no”. If you ask,*

*question can be answered with one word or a simple yes or no. For example, “Can you*

*An open ended question asks someone to provide you with a description. A closed*

**Rule #2 Ask them open, not closed questions** Hint: Ask for descriptions

Page **3** of **4**

*you are done be sure to thank the user for their time and say good bye with a smile!*

*have received enough answers, ask the user if they have any questions for you. When*

*If he or she doesn’t understand you, calmly repeat your question. When you feel you*

?

*9.*

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*6.*

Preferred accents or voices?

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*7.*

Give an example of a person and situation where this product would be used

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*8.*

How quickly would you expect the program to convert files?

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

What device(s) will be used to access the app

What apps/websites do you like the user interface off

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

10. what is an acceptable margin of error

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*11.* What alternative files would you like to see output if enough time is given?

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*12.* Are there any other specific requirements you would like the application to meet that

Have not been mentioned previously

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\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

***Rough Interview Schedule/ “Path”*** *(duration and basic activities/question areas):*

1.

(\_\_\_\_\_ 5\_\_\_\_\_\_\_ minutes): About Client \_ \_ \_ \_ \_ \_

2.

(\_\_\_\_\_\_15\_\_\_\_\_\_ minutes): Background on problem

3.

(\_\_\_\_\_\_20\_\_\_\_\_\_ minutes): Specifics of solution

4.

(\_\_\_\_\_\_20\_\_\_\_\_\_ minutes): Use cases

***Specific Questions*** *(order can be adjusted to maintain ‘natural’ conversation flow):*

1. Who are you/what is your educational background?

Page **4** of **4**

*2.*

How did you come up with this idea? How did you discover this was something

that needed to be solved.

*3.*

Web or phone application?

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

*4.*

*5.*

What will the average size of PDF files input and MP3 files output be?