

**IS|S-3510**

# Mobile App Development **3.0**



(a.k.a., *Software Engineering for Mobile Applications*)

# INTERVIEW





# WHEN INTERVIEWING

**What we ask**

**How we ask it**

**When we ask  
it**

**all matters**



# **WHEN INTERVIEWING**

## **General Tips**

**Listen hard- pay attention**

**Speak as little as possible - you only have to speak from 10% -20% of the interview time.**



# **WHEN INTERVIEWING**

## **General Tips**

**Build rapport-** which means building a feeling of mutual understanding, trust, and agreeableness.

**Take notes-** always take notes of important topics or ideas.



# **WHEN INTERVIEWING**

## **General Tips**

**Give enough time to answer- do not hurry a response.**

**Have the control- do not allow the interview to go out off topic.**



# GENERAL PROCESS

**Before an interview:**

Prepare yourself

**During an interview:**

Introduction

Understand the problem

**After an interview:**

Summarizes your insights

# BEFORE AN INTERVIEW

## Prepare yourself

The only way to come up with good questions is to know everything you can about the subject / problem.



Have some hypotheses / questions



# DURING AN INTERVIEW

## Introduction

**Introduce yourself**

**State the purpose of the interview**

**Ask their permissions to record**



# DURING AN INTERVIEW

## Understand the problem

To Better understand a problem we have to make questions in order to validate or refute our hypotheses.



# DURING AN INTERVIEW

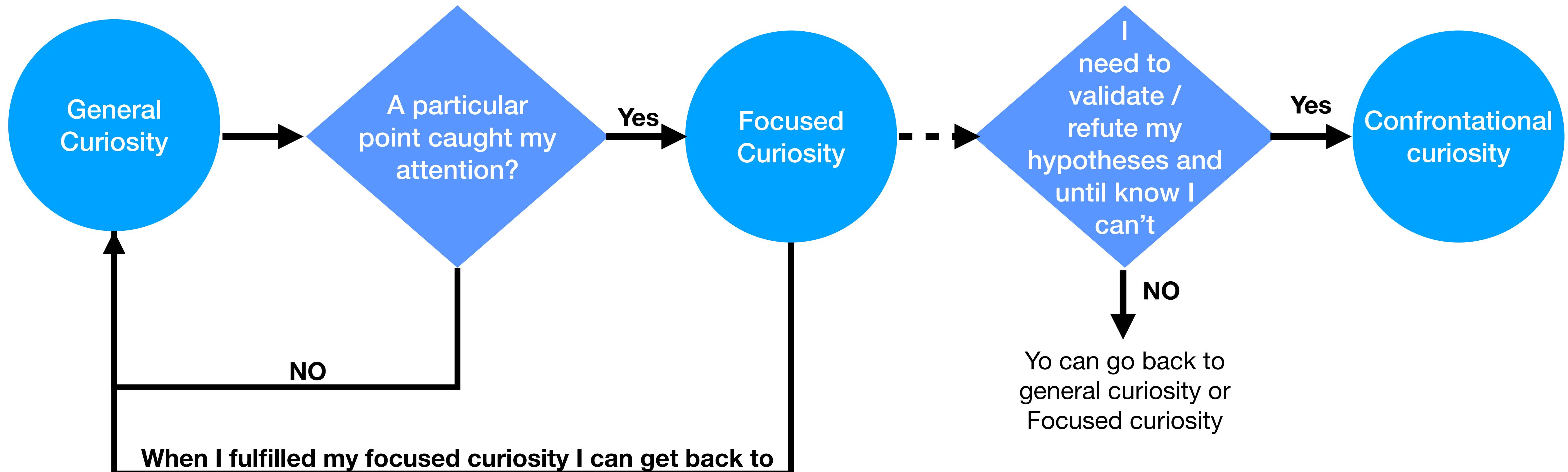
## Questioning

**Phases of questioning**

**Types of questions**

# DURING AN INTERVIEW

## Phases of questioning



A close-up photograph of a person's hands cupping a small, glowing incandescent lightbulb. The bulb is illuminated, casting a warm, orange glow that highlights the fingers and the surrounding area. The background is completely black, making the light from the bulb stand out. The hands are positioned palm-up, with the fingers slightly spread to support the bulb.

# GENERAL CURIOSITY

Maximizes my **curiosity** and **interest** in the other person and minimizes **bias** and **preconceptions** about the other person



# FOCUSED CURIOSITY

...when I get curious about a  
**particular thing** the other person  
is telling me and choose to focus  
on it. . . .

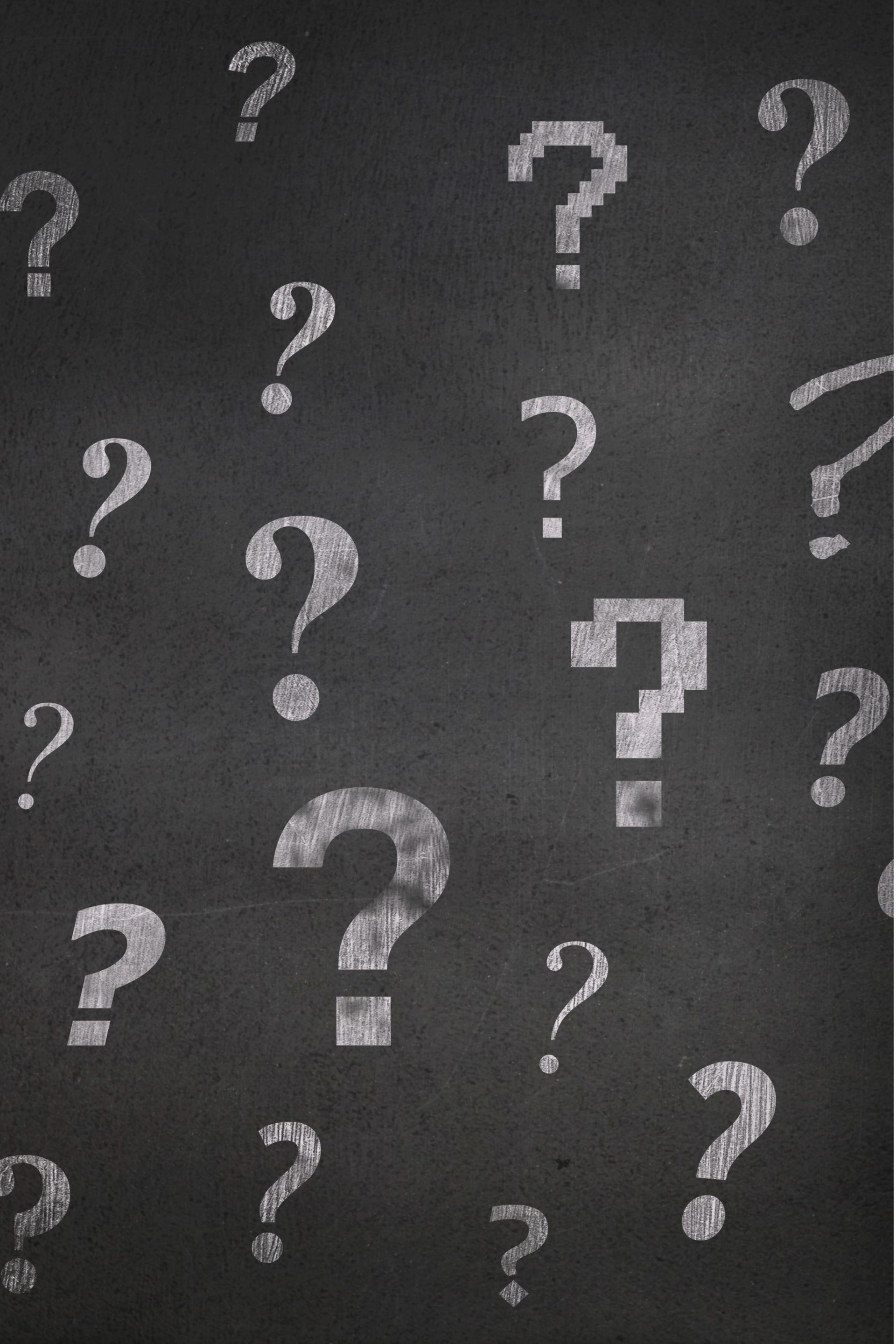
I am steering the conversation.

# CONFRONTATIONAL CURIOSITY

Until now I've **not** obtained the enough **information to validate or to refute my hypotheses**

My questions may still be based on **interest or curiosity**, but they are **connected to my hypotheses**.





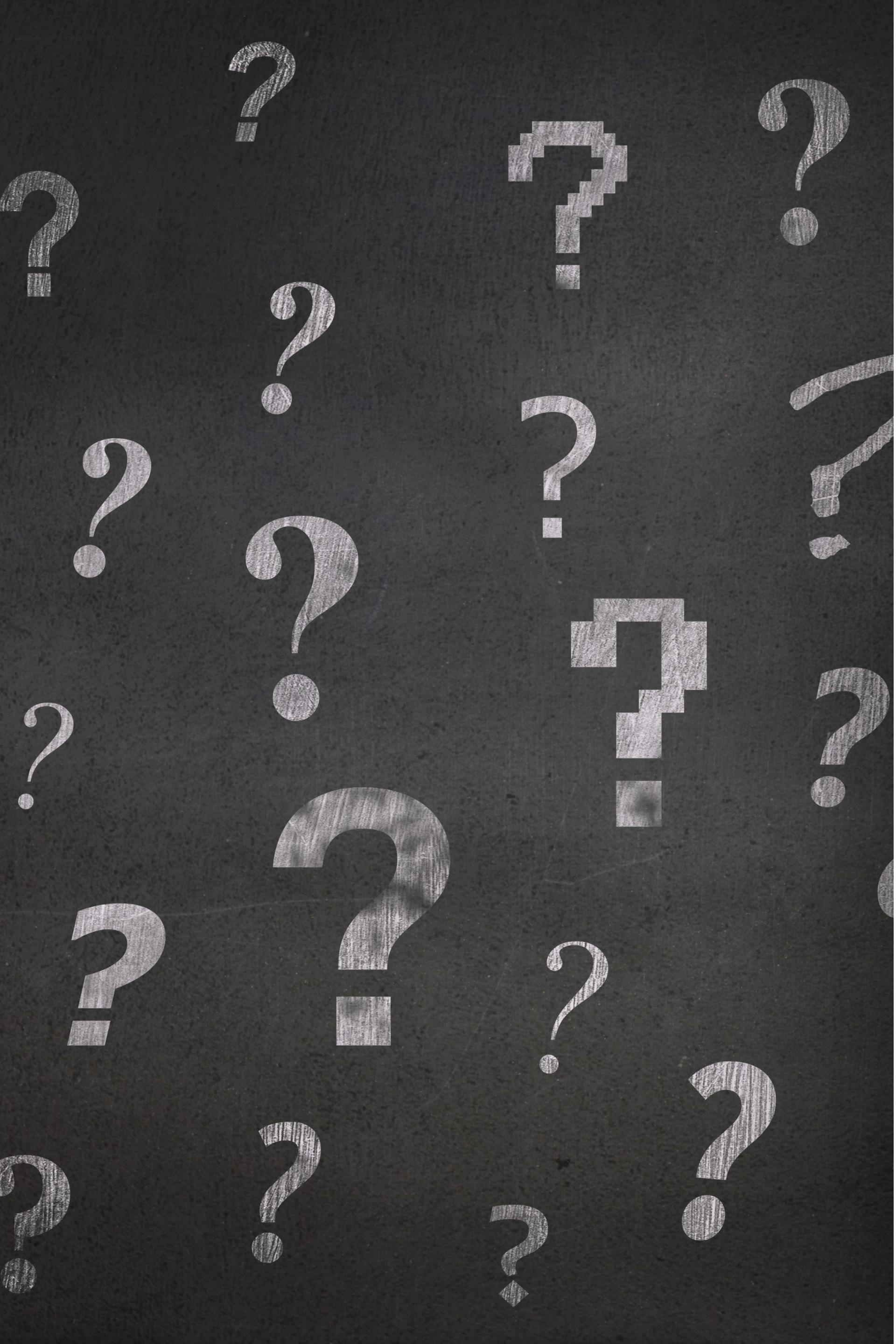
# DURING AN INTERVIEW

## Types of questions

**Closed-** Are used to limit answers choices.

**Open-** Are used to generate descriptive answers that require more than one word.

**Probing-** Are used as a follow-up question to get more information about a person's response.



# DURING AN INTERVIEW

## Types of questions

**Checking-** Are used to confirm that you heard correctly.

**Leading-** Are the ones that you want to avoid because they guide people to an answer.



# CLOSED QUESTIONS

Are used to limit answers  
choices.

Not recommended especially at the beginning of the interview, because they could force someone to choose between answers that may not represent their experience.



# **CLOSED QUESTIONS**

## **Examples**

- “Did you feel in this way?” (yes/no).**
- “Have you tried to do something?”(yes/no).**
- “Did you used to take public transport?”(yes/no).**
- “From 1 to 5 how much you miss this?” (1–5)**



# OPEN QUESTIONS

Are used to generate descriptive answers that require more than one word.

Are recommended to start the interview, because they **maximizes curiosity** and builds **rappor**. Also to obtain more information without bias.



# **OPEN QUESTIONS**

## **Examples**

**“Can you give me an example?”,**  
**“What could have caused this?”,**  
**“What was your first reaction?”,**  
**“How do you feel about that?”,**  
**“What may have caused this?”**



# PROBING QUESTIONS

Are used as a **follow-up question** to **get more information** about a person's response.

Are recommended to **focus your curiosity** on some points of the interview.



# **PROBING QUESTIONS**

## **Examples**

**“After that happened, what have you done to overcome it?”,**

**“When that happened, how did you feel about that?”,**



# CHECKING QUESTIONS

Are used to **confirm** that you heard correctly.

Are recommended to clarify doubts and **avoid misunderstandings** or assumptions.

# CHECKING QUESTIONS

## Examples



**"Okay, you said that you were feeling fine with that, Is that correct?"**

**"... then you did this, am I correct?"**



# LEADING QUESTIONS

Are the ones that you want to **avoid** because they **guide people** to an **answer** or **influence** peoples ideas.

You only use them as a **last** resource.



# LEADING QUESTIONS

## Examples

**“Did that not make you angry?”,**  
**“Why didn’t you act in this way? ”,**  
**“Why didn’t you act like this?”**

# DURING AN INTERVIEW

## Phases of questioning vs types of questions

**General curiosity**

- Open questions
- Checking questions
- Closed questions

**Focused curiosity**

- Probing questions
- Checking questions
- Closed questions

**Confrontational curiosity**

- Leading questions

Maximizes curiosity obtain information without bias

Correct or confirm what you heard and avoid misunderstandings

Use them, preferably, only to make an initial person profile (e.g age, profession)

Get more information about a specific topic

Correct or confirm what you heard and avoid misunderstandings

Narrow and specify the information that you are getting, about a specific point. (Not recommended)

Last resources to validate /refute your hypotheses



# AFTER AN INTERVIEW

Summarize your insights

Review your research

Understand your notes

Underline insights

# AFTER AN INTERVIEW

Summarize your insights

Use visual thinking tools:  
Post its  
Empathy maps  
Journey maps  
Conceptual maps  
Etc..

