

Interview Example

Interviewer: _____

Interviewee: _____

Date: _____

Objectives

List the objectives of your project. What are the specific questions you want to have answered at the end of this interview. The objectives will be your guide in defining the questions. These are some examples of objective questions.

- What is the key problem faced by the user?
- What causes the problem?
- How severe is the problem?
- When does the user face this problem?
- How is the user currently solving the problem?
- Is the user looking for a solution to the problem?
- Does the user have a budget allocated to solve the problem?

Setting up the scene

Start the interview with a short introduction. Explain the context and what do you expect from the interviewee. Set up a scene where the interviewee would feel comfortable. This is a sample text for an introduction.

Thank you for having the time to talk to me today. Let me give you a bit of context. We are working on developing a product to improve people's experience on grocery shopping. The goal of this interview is for us to learn more about our users so we can make our product better.

I have a few questions I'd like to ask. There are no right or wrong answers, feel free to give your own opinion. If you don't have an opinion on a question, or if you simply don't want to answer, that's fine, we can skip the question. But I'd appreciate it if you are as honest as possible in your answers. Your feedback will be extremely valuable.

Do you have any question, or shall we directly start?

Introduction questions

Start with a few simple introduction questions that are easy to answer. These are warm up questions that will get the conversation flowing. For example:

- *How long have you been living in [the city]?*
- *Do you like it?*
- *Do you have supermarkets close enough to your home?*
- *What do you currently do?*

- *Do you work full-time?*

Discovery questions

Now it's time to move to the key questions of the interview that are targeted to the objectives you've set. Let the interviewee express him/herself, do not interrupt. If something is not clear, ask for clarification. Below are some example questions.

- *What does a day in your life look like?*
- *How often do you do grocery shopping yourself?*
- *How much do you enjoy it?*
- *What is your biggest dissatisfaction with grocery shopping?*
- *When did you last have this problem?*
- *What caused the problem?*
- *What is the impact of the problem?*
- *How do you currently solve the problem?*
- *Have you looked into other solutions to solve the problem? Which are those?*
- *Have you paid for any solution to solve the problem? Was it worth it?*
- *What would your day look like if you didn't have that problem?*
- *Do you have anything else you'd like to add?*

It's also a good practice to give a short summary of the key points, and validate if this sounds right to the interviewee. For example:

These were all my questions. Is it ok if I repeat the key points so you can check if I have captured your thoughts correctly?

[List the key points here]

Closing the interview

Before closing the interview, thank the interviewee and close with a few simple questions to keep the conversation more natural. For example:

Thanks a lot for your time. This was very helpful. I appreciate your time and openness.

- *Did you find the questions difficult?*
- *Is it ok if I follow up with you if necessary?*
- *Do you have any plans for your holidays?*