**Page ID**: **#.# Interview - Stakeholder**

# Primary Content

**Title**

Enter the **Title** of the **Method** here (REQUIRED).

**Interviewing Stakeholders**

**Description -- i.e., What it is:**

Enter the **Description** here (REQUIRED).

A conversation with someone who has an interest in the success of the product or system.

Interviewing helps collect in-depth information about organizational goals and ideas on the problem the project aims to solve.

Stakeholder interviews range from being unstructured to using a set of questions that gather responses with no follow up.

Many interviewing methods exist. Interviewing is used, at times, along with other methods to move toward an analytical goal, but often serves as the only analysis for some studies.

Identifying the right stakeholders to interview is crucial for success. Potential stakeholders include regulating agency representatives, business/product owners, project managers, and/or customers.

**Recommended Uses**

Enter the **Recommended Use** here. If there are no details, insert N/A or TBD.

* Inform development and implementation of other methods within a project (observations, survey-questionnaires, task analysis, etc.).
* Understand stakeholder roles, interests, expectations, and success measures for the product.
* Get thoughts on designs, highlighting preferences and supporting requirements specification.

**Limitations**

Enter the **Limitations** here. If there are no details, insert N/A or TBD.

* Managing and analyzing a lot of data can be time consuming.
* Skill differences between interviewers and the consistency of approach might vary when the effort is divided across a team.

**Outcomes**

Enter the **Outcomes** here. If there are no details, insert N/A or TBD.

* An ordered list of the interviews with relevant demographic information.
* Documents that provide enough detail for the study goal, including: notes, recordings, diagrams, descriptions of observations, materials shared by the interviewees, and any results from additional methods (e.g., ratings, rankings, answers to closed-response questions).
* A compilation of answers by interviewee, topic, and/or objectives, which captures high-interest responses (one-off insights and exemplary stories) and supports analysis of trends and patterns.

**Required Skills and Expertise**

Enter the **Required Skills** **and Expertise** here. If there are no details, insert N/A or TBD.

* Specialized training typically is required for many method-based approaches.
* Interviewing is generally best done with some professional support and/or practice.

**How to Proceed**

If there are no details, insert TBD.

* **How-To Guide.** Review step-by-step instructions on how to interview a stakeholder.
* **Schedule a Consult.** Connect with a usability specialist for support on your project.

[BEGIN: How to Do It]

**Procedure**

Enter the **Procedure** here (REQUIRED).

**Before the Interview**

1. Establish a goal and determine what you want to find out.

* *Note:* You may want to learn about business goals, the stakeholder’s role, the users, major competitors, technological limitations, product concerns, and/or the stakeholder’s definition of product success.

1. Invite stakeholders who represent several different areas of the company and interact with the product.

* *Note*: Choosing the right people to interview impacts the value of the information you collect to achieve your goals.

1. Plan the open-ended and closed-ended questions you want to ask the stakeholder.

* *Note:* The questions should help achieve the goal you set and be mostly open-ended. Try to avoid yes/no questions for the most part.

1. Anticipate responses that differ from what you expect and prepare follow-up questions that match your goal.
2. Send an email to the stakeholder with details about the interview, such as the goal, some overarching questions, length, time, location, and contact details.

* *Note*: This helps them to get their thoughts in order beforehand and saves time during the interview.

**During the Interview**

1. At the start of the interview, welcome the stakeholder and explain the reason for the interview and how the data will be used.
2. Ask the questions you planned that were not already addressed by email.

* *Note:* Do not ask leading questions that cause stakeholders to respond in a predictable way, rather than offering their authentic feedback.
* *Remember:* Keep the conversation natural and respond to stakeholder questions, comments, and concerns freely. This helps get more information.

1. Ask follow-up questions to continue the discussion and/or clarify what the stakeholder said.
2. Take notes and show engagement in the interview.

* *Note:* It is best to have a note taker so you can give the stakeholder your full attention, instead of dividing it with taking notes.

1. Thank the stakeholder for their time and input.

**After the Interview**

1. Review the feedback and create a report of the most important findings and actionable recommendations.

* *Note:* It can be helpful to categorize your findings by the interview goals you had at the beginning (i.e., business, users, problems, fears, motives, competitive advantages, solutions, alternatives, and unique value propositions).

1. Use the findings to inform the design process.

[END: How to Do It]

**Author**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* Human Factors Engineering (HFE), Office of Health Informatics, Veterans Health Administration

**Sources**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* Fard, A. (2019). The ultimate guide to stakeholder interviews: understand your clients. Retrieved from: <https://uxdesign.cc/the-ultimate-guide-to-stakeholder-interviews-understand-your-clients-a3bcf87b6e8b>
* Internal Stakeholder Interviews. Retrieved from <https://www.userinterviews.com/ux-research-field-guide-chapter/internal-stakeholder-interviews#toc-element-3>

**References**

Enter the **REFERENCES** here. If there are no details, insert N/A or TBD.

* N/A