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

# Primary Content

**Title**

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

**User Interview**

**Description**

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

A conversation with someone who uses a product or system. The interview can be unstructured or use a set of questions to gather responses with no follow up.

Many formal interviewing methods exist. Interviewing is a useful way to collect in-depth information about users’ needs, experiences, and perspectives.

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

**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 users’ roles within an environment, including thoughts on workflow and common issues within existing systems.
* 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.

**How to Proceed**

If there are no details, insert TBD.

* **Training and Practice Required**

**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.

[BEGIN: How to Do It]

**Procedure**

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

**Before the Interview**

1. Define your objectives for the interview.

* *Note:* This will help you stay focused during the interview.

1. Plan the open-ended and close-ended questions you want to ask the user.

* *Note:* The questions should help achieve your objectives and be mostly open-ended. Try to avoid yes/no questions.

1. Anticipate responses that differ from what you expect and prepare follow-up questions that match your goal.
2. Interact (e.g., email, phone call, video call) with the user before the interview to develop a rapport.

* *Note*: This will help the user feel more comfortable and be more open and honest during the interview.

1. Determine the time and location of the interview.

* *Note:* This should be most convenient and comfortable for the user.

**During the Interview**

1. At the start of the interview, welcome the user and explain the reason for the interview and how the data will be used.
2. Ask the user the questions you planned and let them fully answer before commenting.

* *Note:* Do not ask leading questions. This can cause users to respond in a predictable way, rather than offering authentic feedback.
* *Remember*: The user may bring up points you did not plan on. Allow them to Continue with what they are talking about. Their feedback, experiences, and needs are most important.

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

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

1. Thank the user for attending the interview.

**After the Interview**

1. Review the feedback from the interview and create a report of the most important findings and actionable recommendations.
2. 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.

* Pernice, K. (2018). User Interviews: How, When, and Why to Conduct Them. Retrieved from <https://www.nngroup.com/articles/user-interviews/>
* Thorton, P. (2019). How to conduct user interviews. Retrieved from <https://uxdesign.cc/how-to-conduct-user-interviews-fe4b8c34b0b7>

**References**

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

* N/A