# 

Project / Product Name

Interview Guidelines

**DD Month YYYY**

**Participant abbreviation: X**

**Protocolist name: Max Mustermann**

**Interviewer: Max Mustermann**

**Duration: XX min**

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**This is an interview guide that provides the basic structure of the interviews and ensures that all topics are covered. The interviewer collects feedback on all topics; if necessary, the predetermined order of questions may change if this serves the flow of the interview. The guide is intended to serve as a framework for the interview. In essence, the interviewee should tell of his or her own accord. It is important to start in a general way, giving the interviewee every freedom. The conversation should then develop on its own and you just keep steering in the right direction and deepening the interesting topics. In the individual interviews, different topics are explored to varying degrees, depending on the course of the interview.**

**Important here are the famous W-questions, with which one can question interesting aspects in order to reveal the basic needs and motives of the person.**

# Introduction

A warm welcome to you! Thank you for taking the time to participate in a user interview. I am [enter interviewer name] and this is my colleague [enter protocolist name].

## **About us**

First about us, I am a [enter UX role name interviewer]. My colleague [enter protocolist name] is a [enter role name protocolist]. As [enter UX role name], we are responsible for conceptualizing and designing applications to be as user-friendly as possible. That means we talk to users to find out their needs and problems and use these insights to design/modify the application. So for the project [enter project name].

Before we start, have you heard about the [enter project name]? If yes, what? If no, what do you think could be behind it?

## **Project description**

**Vision**

The vision includes the question zero of the project, so the longterm goal, which want to be achieved with the project. ONE *[Example: Touchpoint will be an internal state-of-the-art platform that provides a central overview of all CI offerings\* in a user-friendly interface to reduce the number of CI contact points for Bosch employees and to find, order and manage all relevant information about an offering quickly, easily and holistically]*

**Mission**

The mission explains the concrete next goal, that wants to be achieved with the research phase

*[Example: By the end of Q1 2022, interviews will be conducted with potential external users and customers to find out what information is needed for an offering. The target groups are ECs, team & group leaders, HRs, newbies, IT experts and IOT developers in various business areas. The insights from the interviews are then used to define the required information, identify the current information sources and develop an interface concept.]*

**Interview Goal**

Descripes the reason for the proband, why he gets interviewed.

*[Example: In the first step, we would like to learn as much as possible about the experiences and needs of you and some of your colleagues with regard to CI offerings and learn from you as experts. For this purpose I will ask you a few questions today. Please tell us your open and honest opinion, because there are no right or wrong answers! All information from your side will help us to design the application for your needs and those of your colleagues and then implement it. Also, please try to think out loud so that we can hear everything important that is going through your mind when you answer a question.]*

## **Interview procedure & declaration of participation**

The interview will last max. [enter duration] hours and wour data will be used anonymously only; That means there will be no possibility to connect the results with your name! My colleague will take notes during the interview.

To that we have an audio recorder with us and would like to record the interview for an easier and better evaluation later.

If this is okay for you, we have here the declaration of participation, what we need to be signed by you, before we start. [Hand over the declaration of participation]

Do you have any questions? Otherwise, you are welcome to ask questions at any time during the interview if anything is unclear. Of course you can also stop the test at any time or not answer questions if you don't want to. Remember: You can be completely open and honest, because there are no right or wrong answers!

# Get to know

## **Information about the person –** First of all, please tell us something about yourself.

01\_What position do you have and what are exactly your tasks?

02\_How long are you working in this field and what was your career path to get there?

XX\_[Enter W-question to get to know the environment and user in general]

# Context specific interview

## **Topic 01**

XX\_[Enter W-question to get to know insights about a specific topic]

[*XX\_Example: Where do you find out what IT applications are available at Bosch?]*

## **Topic 02**

XX\_[Enter W-question to get to know insights about a specific topic]

XX\_[Enter W-question to get to know insights about a specific topic]

# General questions & closing

## Now that we've talked a lot about your [enter main content] and your experiences, we'd naturally be interested in your own personal opinion

## **General questions** [Wishes / Positive / Negative]

## *[Example: XX\_What do you think in general about the project?]*

## *[Example: XX\_What information do you need in any case?]*

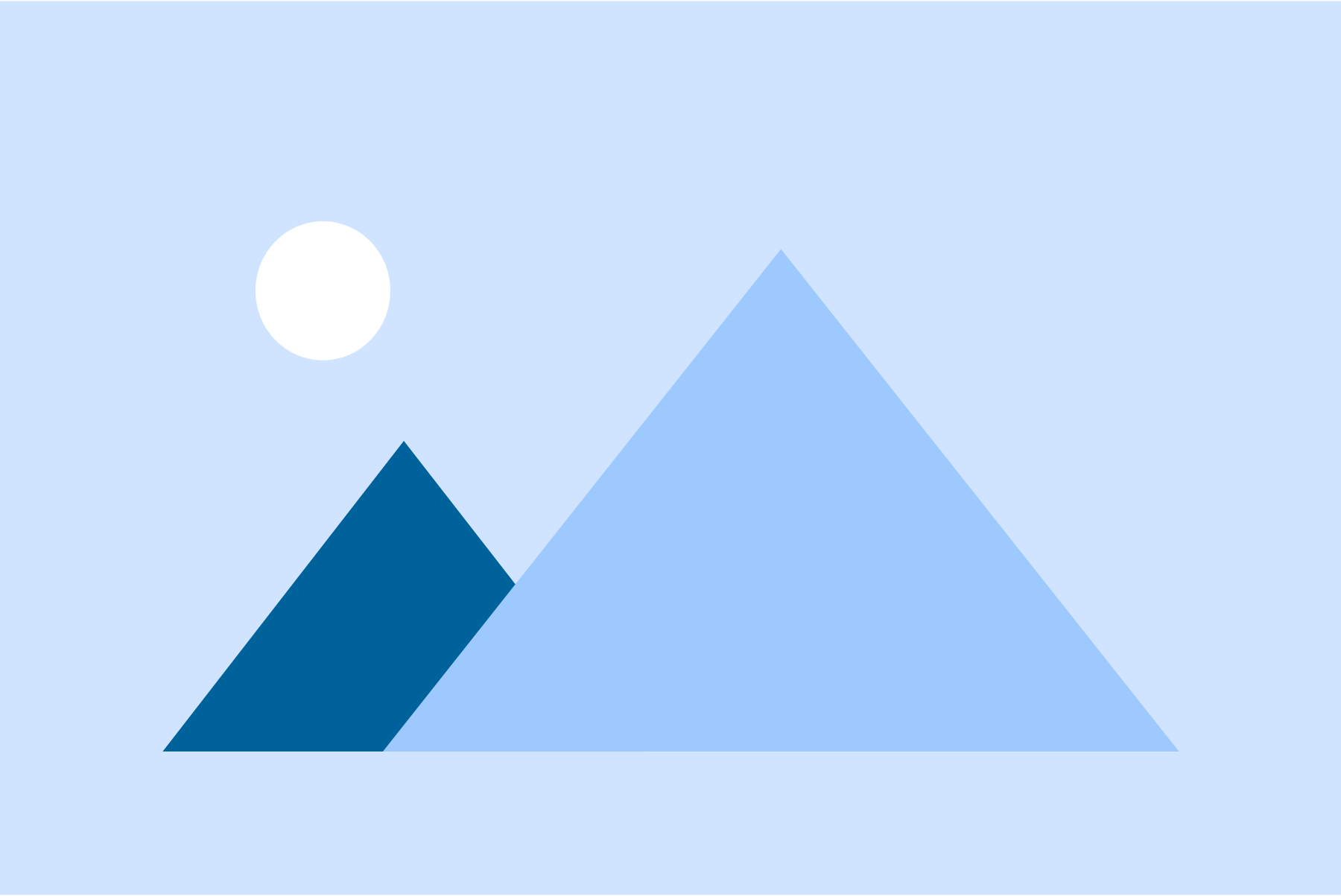
## **Closing**

## These were all questions from our side.

## Do you maybe have some final advice for us? Is there anything else you would like to tell us?

## [Opportunity for the accompanying persons, to ask a question.]

## **Thank you very much for your participation and support.**



**Legal entity/Business unit**

Department

Address

Email

**Please insert the contact details accordingly.**