Interviewing as Active Listeners

It takes time and repeated practice.

Use context—be where the interaction happens

Avoid a template list of questions

Be an apprentice, not an expert

Use both open- and closed-ended questions

Interviewing as Active Listeners

Focus on goals first, tasks second

Don't ask or expect the user to become the designer

Avoid talking technology

Encourage storytelling

Ask for show-and-tell

Avoid leading questions

attributions in part: *About Face and LEAN UX*