User Interview Guide

Introduction Script

Thank you so much for talking with me today. I'm _____ and I'm going to walk you through the session today. This is _____ who will observe in silence and help us take notes during our interview.

We are conducting research to understand _____. I will ask you questions about your experience with _____, how you currently go about _____, and any challenges you experience in the process.

There are no right or wrong answers. We want to understand things from your perspective, so the more candid you are, the more helpful it is for our project.

If there's any question you don't understand, let me know and I will rephrase the question.

With your permission, we're going to record our conversation. The recording will be used for research purposes only and it won't be seen by anyone outside of the project team. Your answers will be kept confidential. Can I have your permission to record this meeting?

Great! Do you have any questions before we get started?

Warm-Up Questions

- About how long have you been at your company/role?

- Can you tell us a little about yourself—what you do, your hobbies, etc.?

- What does a typical weekday look like for you?

- Can you tell me why you started to use [product name]?

Main Question

Common Question Types

1. **Story:** Tell me the last time you [experienced].

2. **Actions:** How do you currently [accomplish a goal or task]?

3. **Demo:** Can you show me how you currently [accomplish a goal or task]?

4. **Explanation:** How would you describe this to your peers/ to someone who hasn't done this before?

5. **Problems:** Can you tell me a time when this didn't work? What challenges did you experience in this process? What do you think can be improved about your experience with [task/ process/ product]?

6. **Inventory:** What are all your tasks relating to [topic]? What are all the different tools you used for [task/ topic]?

7. **Comparison:** What's the difference between…? How does your way of doing this different from other people?

8. **Changes over time:** How were things different from when you did this the first time/ a year ago/ five years ago etc.? How has your approach changed over

time? What motivated this change?

9. **Relationship**: How do you work with [person]? Who else is involved in this process?

10. **Wishes:** If you have a magic wand to make this better for you, what would you change? If you have an assistant who can do anything for you, what would you keep doing and what would you delegate? If you could build your ideal experience, what would it be like?

Tell me more

> 💡 **When to use:** The participant provides a short or generalized answer; there are interesting details you want to understand better. Just about any important questions can use these.

- Can you tell me more about that?

- Can you [give/show] me an example?

- What would that look like?

- How do you do that?

- If I were watching you do this, what would I see?

- I want to make sure I understand this. Can you explain it further?

Clarification

> 💡 **When to use:** The participant uses an unclear or vague term; there are multiple possible interpretations.

- What do you mean by that?

- You mentioned [term or phrase]. Can you help me understand that better?

- When you say [term or phrase], what are you actually doing?

- How do you define [term or phrase]?

Thoughts & emotions

> 💡 **When to use:** Participant emphasizes a certain need, behavior, or problem without
> explaining why; you want to understand the emotional impact of an event or problem.

- What was significant about this to you?

- Why was that important to you?

- What made you [think/ say/ feel/ do] so?

- What motivate you to [take certain action] in this situation?

- Why does that stand out in your memory?

- Why do you think you noticed that?

- How did that make you feel?

Quantity

> 💡 **When to use:** To understand the scale of a problem.

- How many times does this happen?

- How long did it take you to complete the whole process?

External factors

> 💡 **When to use:** Participant mentions another person or condition affecting their actions,
> or they don't mention that at all and you want to check if these factors exist.

- What influence your thinking about this?

- Is there any other person involved in this process?

- What were other people doing then?

- How did other people respond to that?

Variation

> 💡 **When to use:** After the participant provides specific examples of scenarios, pain points, or processes; you want to know edge cases.

- You mentioned X, Y, Z. Is there anything else you do when you...?

- Do you always [do this] this way?

- What other [scenarios/ tasks/ challenges] do you encounter?

- What else might trigger this process?

- What might make you [do this] differently?

Redirect tangent

> 💡 **When to use:** Participant goes off on a tangent

- How does this relate to the topic we started with?

- Can you recall the associations that led you from our original topic to this one?

Acknowledge strong emotions

> 💡 **When to use:** Participant has strong emotional reactions (get angry, cry...) while answering the question. Wait till the person is calmed down and confirm they want to continue to interview.

- Do you want to say something about why this topic generated such strong emotion for you?

- If you don't mind sharing with me, what about this topic prompted such strong emotions for you?

Follow-up / Probing Questions

- Tell me more about that.

- Can you give/show me an example?

- You mentioned [word/ phrase]. Can you help me understand that better?

- Why was that important to you?

- What makes you think/say/feel so?

- What motivated you to ... in this situation?

- What other [scenarios/ tasks/ challenges] do you encounter?

- Who else is involved in this process?

- Do you always respond [or do this] this way? What might make you respond [or do this] differently?

Ending Script

We will finish this session in a few minutes. Is there anything you've been thinking about that we haven't talked about?

Do you have any questions for us?

Thank you so much for your time! It was really valuable for us to hear you talk about your experience. If we have any further questions, can I follow up with you by email?

Thanks again, and have a good rest of your day!