# Good / Bad Interviews

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**Good:**
- Talk less than the interviewee
- Don't get upset at interviewee if they give negative feedback
- Interviewer noticed that interviewee touched arms when talking about cat scratching, asked about it.
- Pivot without missing a beat

**Bad:**
- Designed a whole product without having ever met, much less owned, a cat.
- Very explicitly prescribe idea without any room for input
- Ignore what the person is saying
- Leading questions/put words in their mouth
- "You'd like that, wouldn't you?"
- "If you did X, would you want Y?"