Recruiting + Interviewing

Research

Recruitment — 2 phases of research

who are actually the, understanding & buy your product ✓

everyone else ✗

RECRUITING KNOW WHO

(what stands)

1 Criteria — Audience

2 Pull — representative users
- demographics
- web use
- behavior

3 Incentive pay!

Screener — to screen to the people based on your criteria

Start with

Friends + Family

responses → database

Expand to others
- new opportunity
- find participants
etc.

KEEP TRACK

of feedback, ideas, participants & other contact info & potential

Pre-screening

2-3 weeks before research start

SCREENER

the RIGHT people

≤ 20 ?s

5-10 min long

be clear & specific

state the format of the research

STRUCTURE

Yes → ASK ? 2

No → TERMINATE ✗

NEXT SCHEDULING

You're invited!

- what research is about
- why it's important
- $
- where, when

CONFIRMATION → REMINDERS → INCENTIVES

Bias

Compile Project Description → remind

COMMUNICATE

w/ your Recruiter

The INTERVIEW

Ground Work

Rapport

Keep Perspective

Neutral interviewing

Non-judgement

Yes OR No ?s

So you said...

- restate answers / follow up

Open

for contradictions

if possible videotape every interview

critical record that can be mined for crucial info