1. User research
   1. Putting people first!
   2. What they expect to do?
   3. Why that matters to them?
   4. What other goals they have?
   5. What other tools they use?
2. User needs
   1. Two groups of website/app/software users
      1. B2B – Business to business
         1. Users are visiting the site to conduct or support business activities
         2. Making business easier
         3. Attendance sheet
      2. B2C – Business to consumer
         1. Users are visiting to be entertained, informed or to purchase products
         2. Spotify, amazon, apple music
         3. Don’t need to ask about company
   2. Interviewing B2B users
      1. Don’t ask about specific hardware, software, or even websites they use such as:
         1. What website do you use to do Task X?
            1. Focus on the tools rather than the process they go through
            2. It’s the process and the issues they encounter that matter most to you
      2. Questions to ask
         1. What constitutes a good workday for you?
         2. How do you go about doing (name a specific process, task, or end goal)?
         3. How does this process compare to other organizations you’ve worked for?
         4. What are the biggest problems, obstacles or inefficiencies you deal with in this process?
         5. Can you tell me about any/ all other systems, websites or apps you use throughout the day?
   3. Interviewing B2C users
      1. Open ended
         1. Don’t solve problems
         2. Don’t suggest solutions
         3. Don’t give advice
      2. Questions to ask
         1. If this is a new site set context:
            1. What task would you put off as long as you possibly can on a site like this?

Check out process

* + - * 1. What things frustrate you most?
        2. How often do you visit or use websites like this?
        3. What do you use them for most often?
        4. Can you show me how you do that?
        5. What other things do you do before, during or after you use this website?

Maybe you can eliminate that?

* + - * 1. Is there a website that does something similar that you use now?
        2. What do you like and what do you think they could improve?