I see two primary ways to conduct user interviews in order to gather the both the basic user needs and the user’s “Taj Mahal view” of the software.

**Option 1**

I would first ask questions about what the interviewee *needed* out of the software. What are the minimum requirements the software must meet in order to provide value to the interviewee. The application might have a bunch of great features, but if it does not meet the basic requirements/needs of the user they are not going to use it. So, I would start my questioning with the basics. After we unpack the basic needs of the user, I would then start asking about how the user would ideally be able to use the software, and what they imagine the software would do for them.

**Option 2**

Another possible way to complete the interviews would be to split the group to be interviewed into two groups. Ask one group what they *need* from the software, and ask the other group what their “Taj Mahal view” of the software is.

The method I used would probably be dependent on time. Option 1 would require longer interviews, but would yield more information.