



UNIVERSITY OF
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Tips for Interviewing

Understanding User Needs

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Interviewing as Science and Art

Preparation

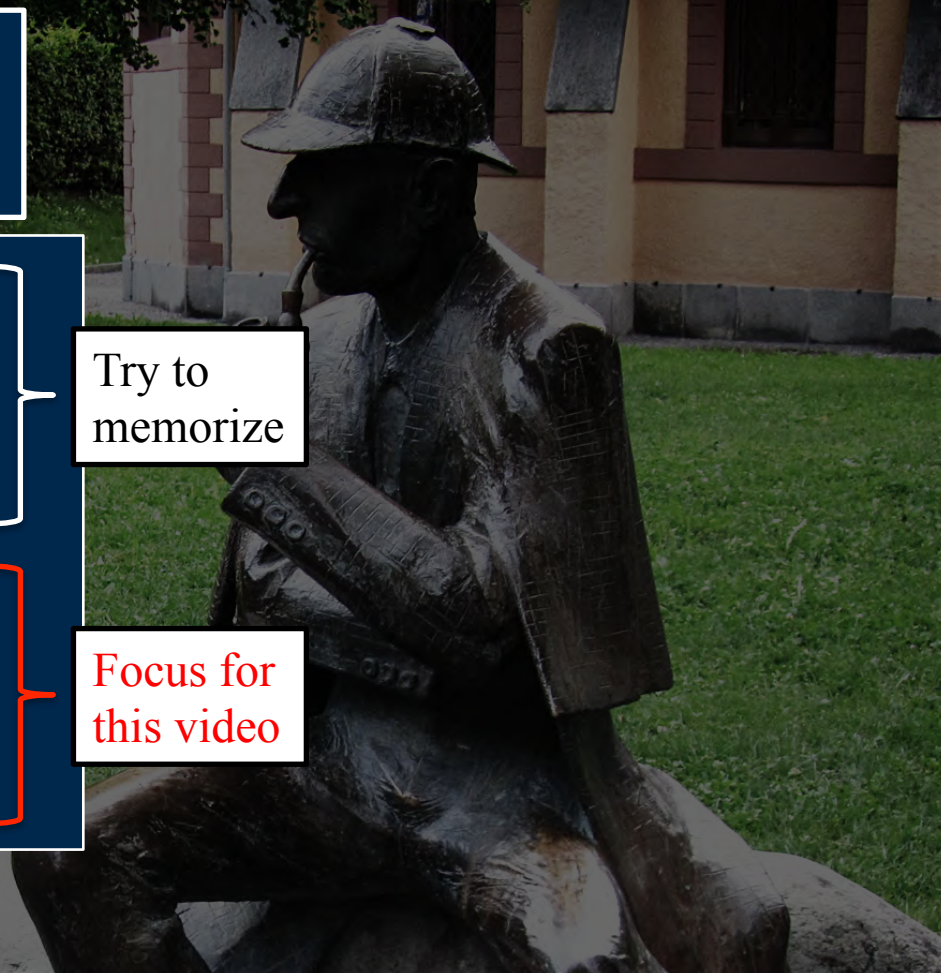
- Interview participant background
- Topic background
- Interview protocol
- Overarching question

Try to
memorize

Improvisation

- Rapport with interview participant
- Attention to the unexpected
- Unscripted questions
- Focus on overarching question

Focus for
this video



Rapport with Interview Participant

Make them feel comfortable.

- Do *not* jump right in.
- Start with small talk.
- Try -----

Finding something in common
Complimenting
Discussing the weather

Adopt a learning mindset.

- They are the expert.
- Observe
- Adapt
- Listen
- Listen
- Listen!!!

Follow Interesting Threads

Advanced preparation pays off.

- Let go, but keep overarching question in mind.
- Use protocol as back-up.

Ask follow-up questions until satisfied.

Listen for unexpected but relevant things.

- Improvise unscripted follow-up questions.

Be curious!

Note-Taking

Try using paper and pen/pencil.

- Devices can create a mental barrier.
- Print out interview protocol with blank space under core questions.

Write down...

- Key points, in short phrases
- Things that audio recording would not capture: impressions, facial expressions, physical context...
- Follow-up questions
- Etc.

Important, even if audio recording.

No “right” way to take notes. Develop your own style.

How do you get to Carnegie Hall?



Practice, Practice, Practice!

Maintain conversational tone.

Keep overarching question in mind.

Be curious!

See module handout and suggested reading for more tips.