



UNIVERSITY OF  
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# Semi-Structured Interviews

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## Understanding User Needs

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# Types of Interviews

**Group vs. individual**

**Remote vs. in-person**

**Degree of structure**

- **Structured**
- **Semi-structured**
- **Unstructured**

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**Focus in  
this course**



The diagram consists of three yellow arrows pointing from the text 'Focus in this course' to the words 'individual', 'in-person', and 'Semi-structured' in the list above.



# Semi-Structured Interviews

**Balance between...**

- Researcher interests and focus
- Open, free-form discussion

**Script, or interview protocol**

**Conversational style**

***Expect to go off-script!***

# Interviews for Needs Assessment

## Who

- User / potential user of product or service
- “Typical” member of group you are interested in

## Where

- Where participant normally uses product or service (or might do so)
- Where participant feels comfortable

## When

- Scheduled in advance
- Mutually convenient time
- When participant normally uses product or service (or might do so)

**Coming up...**

**Components of an interview protocol**

**Good practices for interview protocols**