

ROLE: **LEAD INTERVIEWER**

Your job is to keep the interview going and stay engaged with the user. Start by introducing yourselves and your project; make clear what you're asking the user to do. As you wrap up, remember to thank your interviewee. Use specifics; what insights did you gain from talking to him/her?

Afterward, during the 10 minute debrief segment, ask your user and your observer for comments on the interview. Here are some questions you might ask:

- What was your favorite question we asked?
- Did we give you room to tell your story?
- What suggestions do you have for us as interviewers?

TIPS FOR INTERVIEWING

- Fish for specific stories; avoid "Do you usually..." (it leads to overgeneralization)
- Look for inconsistencies
- Don't suggest answers to your questions
- Keep your questions short
- Follow the thread of a question; ask "why?" for greater depth, especially after a statement like "I think..."

SCHEDULE

1:30 – Start interview #1
1:50 – Debrief interview #1
2:00 – Move on to interview #2 at a different location
2:05 – Start interview #2
2:35 – Debrief interview #2
2:45 – Wrap up (Bootcamp students only)

ROLE: **SECONDARY INTERVIEWER / CAPTURER**

Capture quotations and specific details from the interview. Focus on what stands out to you as interesting or compelling; your notes are not meant to be a transcript. However, at this early stage you don't know what is important, so bias toward capturing more rather than less.

Of course, you can also ask questions. Since you have more distance from the conversation than the lead interviewer, you'll often have a clearer view of where the conversation is going. Keep a lookout for openings, insights, or inconsistencies that the lead interviewer might have missed. Secondary interviewers often ask great follow up questions, or play more of a vocal role late in the interview.

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ROLE: **OBSERVER**

Your job is to help the interviewers hone their skills. Since you won't participate in the interview in the traditional sense, you'll be able to pick up on subtleties that the participants won't notice. Take notes as you go. Here are some things to look for:

- Notice the types of questions interviewers ask. Do they ask questions that are leading or too vague? Appropriately defined yet open ended? See the "Tips for Interviewing" below.
- Notice body language. Are interviewers using body language that encourages openness and conversation? Is the user expressing discomfort or annoyance through body language?

The interviewers will ask you and the user for feedback after the interview. In addition to offering up your own observations, it is your job to facilitate the post-interview debrief to help your group get the most out of the feedback. For example, if the user says, "You asked good questions," press both the user and the interviewers for specifics to help them pin down what made certain questions "good."

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ROLE: **INTERVIEWEE**

Thank you for being here to help our Design Thinking Bootcamp students learn to interview. You will be interviewed twice this afternoon. A team of 2-3 students will interview you at a time; one student will be observing the interview. After each one you and the observer will debrief with the group and discuss how the interview went.

Your interviewers should make you feel appreciated and respected. If you feel your interviewers are asking questions you're not comfortable with, please tell them; they need to know!

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1:30 – Start interview #1

1:50 – Debrief interview #1 (Your time to give feedback)

2:00 – Move on to interview #2 at a different location

2:05 – Start interview #2

2:35 – Debrief interview #2 (Your time to give feedback)

2:45 – Wrap up (Bootcamp students only)