

Interview Template

X is your Design Brief

Y is an activity related to your Design Brief

Briefing: Write 3-4 sentences introducing yourself and then summarising the main goal of the interview, so that you can brief your interviewee and explain them what type of questions you will ask.

Basic information

e.g.

1. Age:
2. Occupation:
3. Career goals:
4. What tools do you use for X?
5. What exactly do you use each of them for?
6. Any additional information:

General background

e.g.

1. What are your goals and objectives with regards to X?
2. What are your top priorities?

Specific background

Specific questions about certain tasks/areas you're wanting to learn about.

e.g.

1. How often would you do Y?
2. How many times would you do Y in X?
3. How long would this typically take you to do?
4. What type of data do you work with?
5. Do you have to make frequent use of multiple tools? Which tools? Why?
6. What do your tools *not* do that you would like to be able to do?
7. If you could change or improve this process, what would you do?
8. Does anyone help you complete Y?
 - a. Why might someone help you?
 - b. Does this make the process better or worse?
9. Why do you feel you need to do Y?
 - a. Do you feel it's important?

Specific exercise

Ask them to talk through the last time they performed a certain task, and the steps involved throughout that process.

e.g.

1. When was the last time you did Y in X?
2. Could you describe the steps in this process?
 - a. Did you find this interface easy to use? Why?

- b. How did you feel at each step?
 - c. Is there a particular feature that you found helpful?
 - d. What were the negative aspects?
3. Did everything go according to plan?
4. How would you improve this experience?

User experience

1. What tools have you had a great experience with?
2. What made these experiences great?

Closing

1. Do you believe there is anything that we haven't covered today?
 - a. Is there anything else we haven't considered that is important?
2. Do you have any questions for us?

Debriefing: Now the interview is closed. Try to recap the essential points and thank the interviewee. Write this script down (3-4 sentences).