User Interviews

Speaking to and really better understanding your future users is one of the most important parts of the scoping. Without users, your app is pointless; therefore you need to make sure you are really solving a problem they have in a good way so that it appeals to them.

So far you have come up with good ideas of who you users are, now it's time to find out if your ideas are true and to check if they have the problem you imagined, whether your problem steps are correct and learn what outcomes they want to achieve. Speaking to users first hand is a great way to do that.

Objectives for user interviews
1. Speak to at least four people (at least one per team member) who broadly fit your target user group(s), e.g. blind people, young mothers, farmers
2. Learn more about how they live their lives and profile them
3. Check the sequence map of how your users experience and solve the problem today, what outcomes they want to achieve and how happy they are with current solutions

Preparation:
1. Create your App's basic Sequence Map, the steps your App will take to solve the problem. (See example below)
2. Use the Interview Guide Template questions below, to prepare your set of questions to ask. (See example below)
3. Share details with all team members and discuss ideas on how to **Finding users to interview**
   • Is there anyone you know who faces the problem?
   • Go to where the problem occurs and speak to people there, organizations, clubs?

After each interview
• Summarize what you have learnt: a) changes to the problem sequence; b) key outcomes/ needs c) issues with current solutions d) surprising answers
• **Write down your key insights on paper for class next week.**

After all user interviews (next week):
• Summarize all key outcomes you have heard several times
• Map key outcomes that are important to users and how happy they were with current solutions.
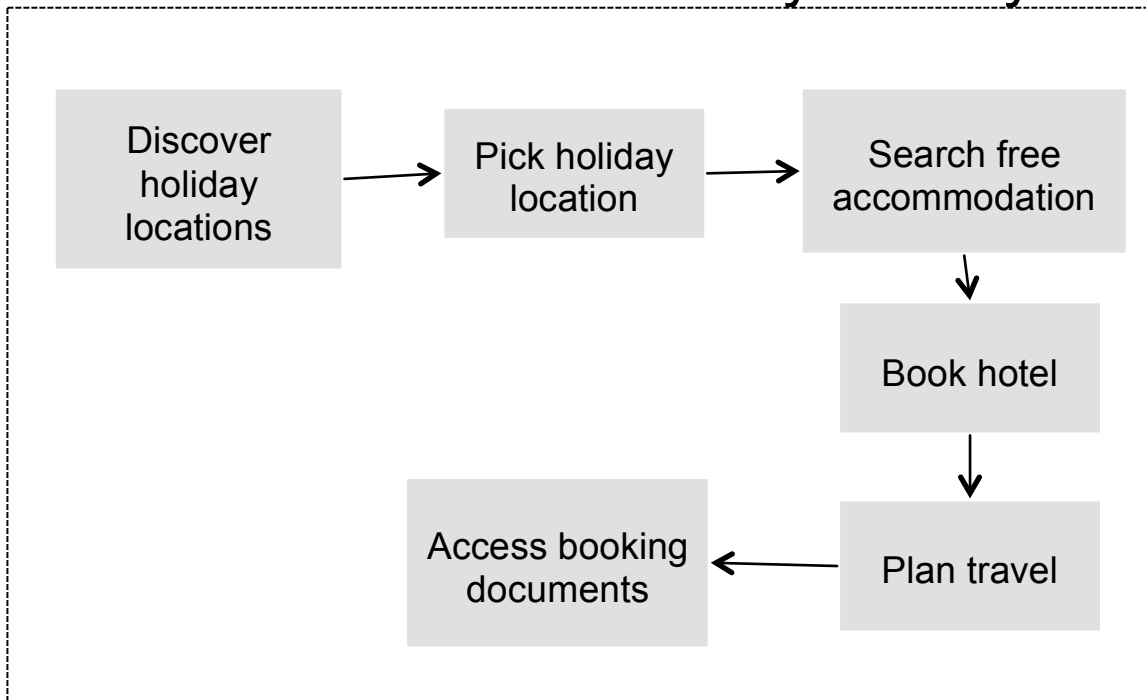
User Interviews

Interview guideline template

A) Simple questions about their personal background
   a. What is your name?
   b. What is your age?
   c. Where do you live?
   d. What occupation do you have and where?
   e. Who lives in your household?
   f. If possible, take a photo of your user (at the end of the interview)

B) Check if your problem sequence map is correct
   a. Show the user your map of your problem, step-by-step
   b. Are all these steps correct based on their personal experience?
   c. Are any steps missing or too much?
   d. Change your problem sequence map based on what the user tells you

C) Outcomes/ user needs at each step of the process
   a. What key outcomes do they want to achieve at each step?
   b. Ask them to phrase the outcome in the following format: "minimise/ increase [unit, e.g. time, money, frequency of sth] [outcome desired/ need]

D) Current solutions/ problems faced
   a. How to they solve the problem today?
   b. What stops them from achieving their needs today? What specific issues do they face?
   c. How unhappy are they with current solutions? Why?

Tips:
(1) Look out for any remarkable quotes or statements that you think are very typical for the person you are speaking with and/ or that surprise you.
(2) Interview in pairs, one to ask questions the other to record answers.

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Example problem sequence map:

Job to be done: Book family holiday

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Discover          →    Pick holiday     →    Search free
holiday                location              accommodation
locations                                         ↓
                                             Book hotel
                                                  ↓
Access booking    ←    Plan travel
documents
```

⬚ (dashed box) Continuous process, e.g. insure against   ▢ (grey box) Booking process

Example interview questions – Buzzer Buddiez
- A) Simple questions about their personal background
  - a. What is your name?
  - b. What is your age?
  - c. Where do you live?
  - d. What occupation do you have and where?
  - e. Who lives in your household?
  - f. If possible, take a photo of your user (at the end of the interview)
- B) Check if your problem sequence map is correct
  - a. Show the user your map of waking/getting up in the morning, step-by-step
  - b. Are all these steps correct based on their personal experience?
  - c. Are any steps missing or too much?
  - d. Change your problem sequence map based on what the user tells you
- C) Outcomes/ user needs at each step of the process
  - a. What key outcomes do they want to achieve at each step?
  - b. Ask them to phrase the outcome in the following format: "minimise/ increase [unit, e.g. time, money] [outcome desired/ need]
- D) Current solutions/ problems faced
  - a. How do they wake/get up?
  - b. What stops them from waking/ getting up on time? What specific issues do they face?
  - c. How unhappy are they with current solutions and why?