

How to Succeed in your Exploratory Interviews

With active listening

- **[Link to William's interview](#)**

Lesson 1:



Who are we Interviewing?

- Stakeholder mapping allows you to quickly draw out a visual representation of all the people who can influence your project and how they are connected.
- This first step will allow you to identify which employees and customers you will interview.

Identifying the people to interview

- Brainstorm as a team and:
 - List the people and professions implicated by the project
 - Identify the connections between them
 - Prioritize the stakeholders into essentiel, important and interesting



Lesson 2:



Making Contact

- We go out into the field
- We don't assume anything
- We show humility
- We reduce the distance between the designer and the user

« We know that we know nothing »

Lesson 2

Go meet the users



EXAMPLE VIDEO

Identify the non verbal
posture and techniques
utilized

Lesson 3:



Collecting data from the field

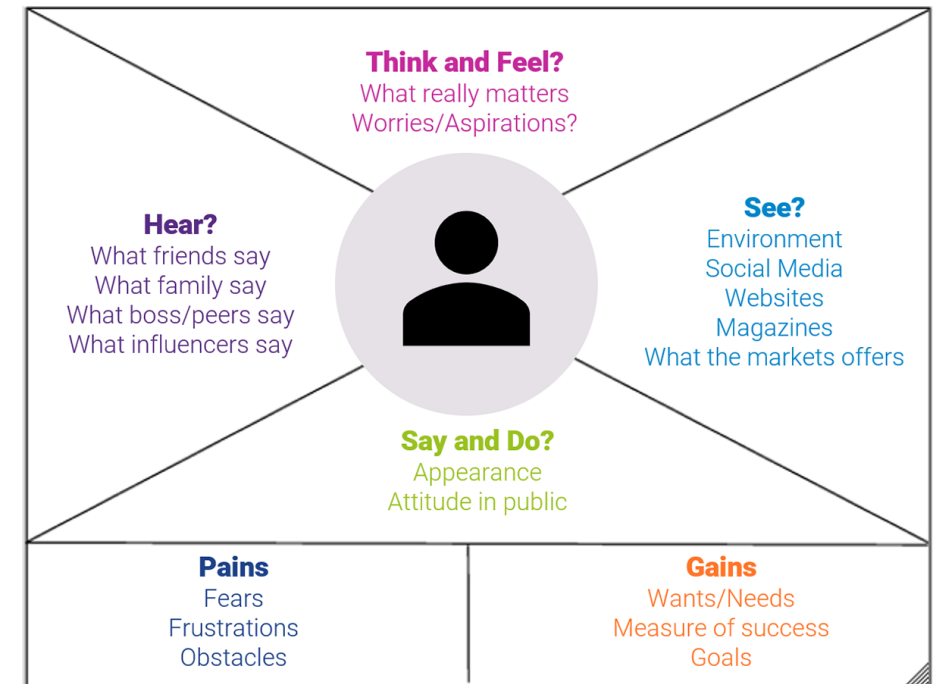
- Summarize the exploratory interviews around the key elements of understanding of the user profile
- Share and exchange the observations made with the team
- Highlight commonalities between profiles

Lesson 3

Collecting data from the field

WORKSHOP : CREATE YOUR EMPATHY MAP

- At the end of an exploratory interview (collection of real data), the interviewee must identify:
 - What the user sees and hears: What is their environment like? How does it influence them?
 - What do they think?: What's going on in their mind?
 - What do they say?: What are they talking about with others? How do they behave?
 - What are their main problems?: Their major frustrations? Obstacles?
 - What are their principle gains?: Their criteria for success? The need they want to fulfill?
- Then, rank elements in order of importance to the client.



Lesson 4:



Map out the user's journey

- Describe the experiences of a user or collaborator in contact with a product or service
- Identify the different stages of interactions
- Identify lived experiences and feelings

A KEY STEP IN IDENTIFYING MARKET OPPORTUNITIES

Lesson 4

Map out user (and collaborator) experience

WORKSHOP : CREATE THE CUSTOMER JOURNEY

- It is constructed upon two axes:
 - The horizontal axis represents the time, structured after the journey of the user. That is to say, the principle stages of the interaction between the user and the product/service
 - The vertical axis prioritizes user actions, experiences and emotions, and identified design/concept opportunities

1 client journey = 1 CLIENT PROFILE

OVERALL OBJECTIVE

USER JOURNEY

STAGE 1 (5)

STAGE 2

STAGE 3

STAGE N

Contact Points
(1)

Thoughts
(2)

Emotions
(3)

Opportunities
(4)



Time

Lesson 4

Map out user (and collaborator) experience

Workshop : CREATE YOUR EXPERIENCE MAP

- At the end of the exploration phase (collection of real data), the team must identify:
 - **What motivates users:** What are the needs they want to be met during the interaction and what are their expectations? (2)
 - **What users do:** What are the behaviors and actions taken by users to achieve their objectives? (2)
 - **Who they interact with:** What are the main points of contact? (1)
 - **What users think:** What is the mindset of each user? And what do they think at each stage? (2)
 - **What users feel:** What emotions do they feel (joy, fear, sadness, disgust, anger)? (3)



Lesson 5

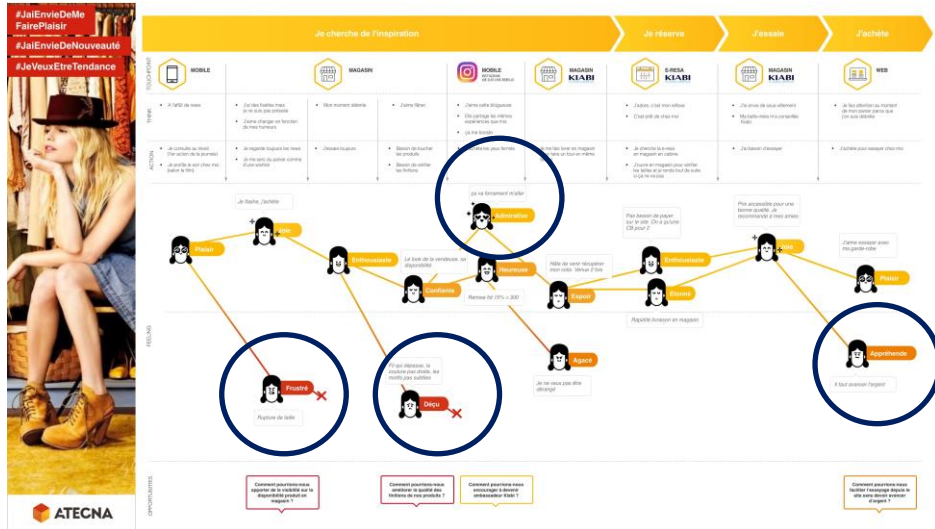


Detect market opportunities

- Focus on the highest priority issues
- Design solutions responding to « real annoyances to customers »

Lesson 5

Detect market opportunities



Step 1 : Identification

Identify all the extreme emotions (positive and negative) and highlight them

Step 2 : Problematicization of each of these emotions

Rephrase the need related to an emotion (Ex: « Why is the person angry? ») using the following formalization: « How could we... »

Ex : « How could we provide visibility on product availability? »

Step 3 : Vote

Everyone votes for 3 subjects (1 vote max per person per subject). In the end, the issues that receive the most votes are selected.

Depending on the size of the group and the objectives, up to 3 different subjects will be dealt with.

Lesson 5

Detect market opportunities

Step 4 : Produce as many ideas as possible, Initial Brainstorm

- Form the group (4 to 8 people)
- Address the initial problem as defined previously.
- 3 min of post-it generation (no censorship, crazy ideas valued, no limit)
- **Read without analyzing** all the post-it notes by the facilitator (the post-it notes will thus be stuck on the wall in an unorganized fashion without grouping)

Etape 5 : Produce as many ideas as possible - Off-Center Brainstorms

Redo a brainstorm by changing an element of the question while keeping an anchor on the main subject (subject that won't change). Example:

Initial : « How could we facilitate returns to Kiabi.com? »

Variation : « How could we facilitate returns if we were Burberry? »

Variation : « How could we facilitate returns if we were in 2025? »

