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## Let's practice!

Assume you are a product manager for **Steelcase**, responsible for office chairs

- Reach out to a willing friend or colleague and sit down with them for a **short interview**
  - At their desk or do a Zoom call
- Ask them questions about **office chairs**
  - Try to understand their needs, motivations, and emotions. Learn about what chair they use today, how it is working for them, and what they would like to see. Ask lots of open-ended questions.
  - You can use the interview structure and sample questions included here (page 2)
- After the interview, **evaluate yourself** (page 3)

*\*If you are a product manager today, you can practice for real, using your own product*

# Practice activity: Office chairs!



Reach out to a willing friend or colleague and do a short interview (stop by their desk or do a Zoom interview). Ask them questions about their office chair

	Task	Sample questions
1	To get started, ask them a few <b>background questions</b>	Do you use an office chair? What type is it? How many hours a day do you sit in it?
2	Ask <b>open-ended questions</b> , with follow-up questions to get more depth	How did you pick this chair? What do you like about it? What don't you like about it? With office chairs, what is important to you? When you think about all the chairs you've sat in over your career, what do you love about office chairs? What annoys you? Tell me more about...
3	If you can, <b>watch them use the chair</b>	How do they normally sit? What are they doing when they sit in the chair? (Looking at a computer? Checking their phone? Writing? Typing?) Follow your curiosity and see if watching them use the chair prompts new questions
4	<b>Wrap up</b> and say thanks!	If we had our chair engineers here with us today, what would you say to them? Thanks!

# How did you do?



Practice Activity: Office chairs interview <i>How did you do?</i>		Rate yourself <b>1-10</b> (1= not good, 10 = excellent)	What I did well	What I could do better
Compassion & empathy	Was I... <ul style="list-style-type: none"> <li>Friendly and pleasant?</li> <li>Curious and truly interested in their stories?</li> <li>Patient?</li> </ul>			
Focus	Was I able to... <ul style="list-style-type: none"> <li>Stay connected with the conversation?</li> <li>Maintain good eye contact?</li> <li>Listen closely?</li> </ul>			
Openness	Did I... <ul style="list-style-type: none"> <li>Ask open-ended questions?</li> <li>Listen without interruption?</li> <li>Allow for in-depth responses?</li> <li>Find the emotion?</li> </ul>			
Insight	Did I... <ul style="list-style-type: none"> <li>Learn?</li> <li>Uncover some interesting insights?</li> </ul>			

*After the interview, evaluate yourself in these three columns*