**Activity- Role-Play Short User Interviews and Summarize Key Findings**

**1. Objective**

The purpose of this activity is to help participants **practice user-centered research** techniques, improve **interviewing skills**, and learn how to **extract meaningful insights** from user conversations.

By simulating user interviews, participants can experience the process of understanding user needs and behaviors in a **safe, controlled environment** before interacting with real users.

**2. Learning Outcomes**

After completing this activity, participants will be able to:

1. Conduct brief, focused user interviews.
2. Ask **open-ended questions** to elicit detailed responses.
3. Capture and summarize **key user insights**.
4. Identify potential **pain points and opportunities** for improvement.
5. Practice **active listening and empathy** during interviews.

**3. Materials Needed**

* Role-play scenario cards (describing user personas)
* Notebooks or digital devices for note-taking
* Pen or markers
* Timer (optional)

**4. Instructions**

**Step 1: Divide Participants**

* Form pairs or small groups (3–4 people).
* Assign roles:
  + **Interviewer**: Conducts the interview.
  + **User (Role-Player)**: Acts as the user, following the persona description.
  + **Observer (optional)**: Notes non-verbal cues, follow-up questions, or patterns.

**Step 2: Prepare the Interview**

* Give interviewers a set of **open-ended questions** related to the scenario. Example for an app:
  + “Can you walk me through how you use this app?”
  + “What are the biggest challenges you face?”
  + “What features do you wish existed?”
* Provide the user role-player with a **persona card** including:
  + Name, age, occupation
  + Typical daily routine
  + Pain points and goals
  + Attitudes or preferences

**Step 3: Conduct the Interview**

* Time: 5–10 minutes per interview.
* Guidelines for Interviewers:
  + Ask **open-ended questions** (avoid yes/no questions).
  + Use **probing questions**: “Can you tell me more about that?”
  + Listen actively and avoid interrupting.
  + Take concise notes on key points.
* Guidelines for Role-Players:
  + Respond according to the persona card.
  + Provide realistic challenges and goals.
  + Be consistent across different interviewers to ensure comparability.

**Step 4: Summarize Key Findings**

* After the interview, interviewers and observers collaborate to extract **insights**.
* Create a **summary report** with:
  1. User goals and motivations
  2. Pain points or frustrations
  3. Opportunities for improvement
  4. Surprising or notable observations
* Optional: Use a **template or empathy map** to organize findings visually.

**Step 5: Group Debrief**

* Each group presents their findings to the larger group.
* Discuss similarities and differences across interviews.
* Reflect on the interview process:
  + What worked well?
  + What questions elicited the most useful information?
  + How could interviews be improved next time?

**5. Tips for Effective Role-Play Interviews**

1. **Stay Neutral**  
   Avoid leading questions or influencing the user’s responses.
2. **Focus on User Experience**  
   Explore behaviors, frustrations, and desires rather than opinions about your solution.
3. **Capture Both Facts and Emotions**  
   Note not only what users say but how they say it (tone, hesitation, enthusiasm).
4. **Iterate and Improve**  
   Conduct multiple short interviews to refine your questioning skills and observation techniques.

**6. Benefits of This Activity**

* Enhances understanding of **human-centered design principles**.
* Builds **empathy** for users and their real-world challenges.
* Improves **communication and active listening skills**.
* Helps participants practice **synthesizing qualitative data** into actionable insights.

If you want, I can **combine all your previous activities** into a **single structured training module on user-centered design** with:

* Empathy
* 5 Whys
* Role-play interviews
* Summarizing insights
* Prototyping exercises