Product Management DevC

Week 2.2 Lab

Today's Objectives

In this session, you will focus on practicing these ideas:

- How to conduct user interviews.
- How to develop a user persona for Tinder.

User Interviews

Milestone 1: Recruit Interviewees

Recruiting Screener Worksheet.

Use the reference worksheet above and work with your team to come up with a list of attributes that define the individual that you would like to gather the insights.

- Desirable Attributes
- Undesired Attributes

Milestone 2: Prepare Your Questions

Come up with a sheet covering all the core questions you want the answers from. Your questions should be divided into two sections:

1. General questions
2. Specific questions

Sample List of Users Interview Questions

Here's a fairly long list of questions to serve as inspiration.

Questions	User Answer
General Questions: Customer Intro Questions	

Questions	User Answer
What is your name?	
How old are you?	
Where are you from?	
Where do you live?	
What device do you most often use?	
What does your typical weekday look like?	
What are some of the apps and websites you use the most?	
Any lifestyle questions that are related to your topic / product.	
Specific Questions: Topic Specific Question	
What's your relationship like with [topic … e.g. money, fitness, etc]	
How much time do you typically spend on [problem / task]?	
Tell me about the last time you tried to [problem / task]?	
What do you like about how you currently [problem / task]?	
What is the biggest pain point related to [problem / task]?	
Why do you keep doing [problem / task] … why is it important to you?	
What type of work arounds have you created to help you with this?	
What's the hardest part about [problem / task]?	
What are you currently doing to make this [problem / task] easier?	
How does this [problem / task] impact other areas of your life / work?	
What other products or tools have you tried out?	
Have you paid for any of these other products or tools?	
How did you hear about these other products or tools?	
What do you like or dislike about these other products or tools?	
Are you looking for a solution or alternative for [problem / task]?	

Milestone 3: Interview Guide

1. **Friendly welcome**
   - Be friendly. Always smile.

- Set expectations (To avoid fear, uncertainty and doubt)
- Provide context about the interview, and why you are doing it.
- Tell them why they are chosen and thank them in advance
- Get permission to record (if you plan to record)

2. **Context questions**
   - Ask questions to understand the interviewees background to help them transit into the responding mode.

3. **Interview Mode**
   - A simple explanation of the purpose of the interview
   - Assure them that there are no right or wrong answers

* Ask them to think out loud

Tracy Thompson

Self starter · Energetic · Driven · Social · Responsible

Bio

Transports dogs to country home. Coordination with clients is paramount, i.e., scheduling pickups and deliveries, last-minute accommodations. Networks with musicians/business owners at music venues to facilitate future events and promotions. Conducts personal business via smart phone. High school educated. Comfortable with smart phone technology. Caregiver to older friends and family members. Work conflicts with care-giving leaves Tracy stressed and/or short on time.

Loves smart phones, thinks they are "marvelous." Clients respond faster to text messages via smart phone. Smart phones are helpful with time-sensitive "alerts."

"Don't worry, it's not raining razor blades, is it?"

Age: 62
Work: Professional pet services: dog walking, grooming, boarding
Location: New York City
Character: Busy Entrepreneur

Personality

Introvert — Extrovert
Thinking — Feeling
Flexible — Rigid
Passive — Active

Goals

- To text without having to make corrections
- To avoid numb fingers and hand cramping
- To have immediate feedback that a message has been sent and received.

Frustrations

- Doesn't like speech-to-phone or texting in abbreviations.
- Wants text messaging she doesn't have to fumble with.
- Hands and fingers cramp when texting takes too long or doesn't work correctly.

Motivation

Incentive
Comfort
Speed
Social
Reliable

Preferred Channels

IT & Internet
Software
Mobile Apps
Social Networks

Brands

WhatsApp · Facebook · SAMSUNG · ROKU · IKEA · SUBARU

Milestone 4:

Please pick one of the folling products to make a user persona.

1. Tinder User Persona

2. Instagram User Persona

3. Grab User Persona

4. Youtube User Persona

5. 360 camera User Persona

Milestone 5: Present on your personas in class.

Each group will present personas for Tinder, Instagram, and Grab in front of class.