TEMPLATE FOR STRUCTURED INTERVIEWS



Instructions and examples on how to conduct structured interviews for a co-production project.

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# How to use this INTERLINKER

Structured interviews are standardized interviews to collect information from heterogeneous people with different backgrounds and perspectives. They have the goal to ensure that each interview is presented with exactly the same questions in the same order to all the interviewees. This ensures that answers can be easily aggregated and that comparisons can be made with confidence between sample sub groups or between different survey periods.

This INTERLINKER provides a list of operational steps to help you set up a research investigation based on structured interviews for your co-production project.

# PREPARE A PROTOCOL TO CONDUCT THE SEMI-STRUCTURED INTERVIEW

**INSTRUCTION**

| 01 | Compile the **list of topics** to be discussed with the participant, organize them so that you can gradually get to deal with the more complex issues and indicate how much time to dedicate to each, in order to estimate the duration of the session overall (usually 45, 60 or 90 minutes ). List the themes (and times) in the initial part as the structure of the interview. |
| --- | --- |
| 02 | The first section of the protocol is dedicated to the **introduction of the session**. This is a standard part of the user interview, in which it is important to clearly explain the rules and methods of carrying out the activity. Customize the orange fields according to the specific context of your interview. |
| 03 | The second section aims to better understand the **interviewee’s profile**, what is his role and his duties; it includes general questions to outline the type of profile you have in front of you, to best fit subsequent questions. |
| 04 | Specify or modify the suggested **topics**, start listing all the **questions** you would like to ask the user, divided into the various chapters relating to the topics to be discussed. When writing the questions, always remember to move **from the general to the specific**, according to a logical path, and to favor open-ended questions, which can be a starting point for conversing on the subject. |
| 05 | Once you have finished the protocol structure, use it to create the **outline to follow when taking notes during each interview**. It is not necessary to follow the list of questions in a timely manner, but it is advisable to keep an eye on the guide for reference and be sure not to forget any points. |

# EXAMPLE OF PROTOCOL FOR A STRUCTURED INTERVIEW

### **01. INTRODUCTION (5 min)**

*Introduce yourself*

Hello, my name is ........... ... ... ... and today I'm here to deepen my knowledge of the context of the [public service] in order to better design the user experience.

*Introduce the other researchers*

As you can see today I am not alone, but my colleague accompanies me ……… ... …… who will take care of taking notes during our conversation and documenting what we say to each other.

*Summarize the project*

We are dealing with ……… ... ……, our project aims at ……… ... …….

*Explain the purpose of the interview*

We are engaging key figures who can help us better understand the scope and objectives of the project, as well as providing recommendations for the future. That's why we got you involved.

*Ask for consent to data collection*

Before starting, we want to explain to you that all the information we will collect will be noted and treated anonymously and will not be shared outside the working group, we need your consent for the use of the material we will collect.

*You can use and adapt the “Consent Form” INTERLINKER*

*Explain the conduct of the interview*

We will spend approximately 45 minutes with you. The interview will be a spontaneous and informal conversation, we will propose a series of food for thought, we are mainly interested in better understanding your experience and collecting your opinion on the topics we will deal with.

Do you have any questions before starting?

### **02. PROFILING (5 min)**

*OBJECTIVE: to contextualize the role of the participant with respect to the project*

Tell us a little about your professional life:

* Role
* Activities and responsibilities
* Experience
* ……… ... ……

### **03. TOPIC DISCUSSION**

#### TOPIC A - Familiarity with technology (5 min)

*OBJECTIVE: to understand the attitude and behavior of the participant with respect to the use of digital tools and services*

* How would you describe your relationship with technology?
* Is there a difference between use for work and leisure?
* What is the technological device that you use the most?
* What types of online services do you use most often (social media, video games, pay TV, banking, administrative, telephone, entertainment, utilities, other)?
* Are you familiar with the use of apps to manage these services? Which?
* ……

#### TOPIC B - Perception of the context if the service (10 min)

*OBJECTIVE: understand the habits and behavior of the user with respect to the context for which the service is being planned (e.g. mobility, health, school, municipal services, etc ...)*

* ……
* …..

#### TOPIC C -Experience of using the public service (20 min)

*OBJECTIVE: ask the user to narrate a typical experience of the use of the public service in question, so as to better understand the interactions in the different phases.*

* ……
* …..

#### TOPIC C - Desired interaction with the digital service (10 min)

*OBJECTIVE: to understand how the participant's needs and the critical issues could be better addressed, what are their expectations and ideas for improving the service*

* ……
* …..

### **05. CONCLUSION (5 min)**

*OBJECTIVE: To end the conversation*

Thanks

Do you have any questions for us before we say goodbye?

We thank you for taking the time, it was very useful and we collected a lot of interesting ideas for our project.

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