

TIARA Interview Strategy

The TIARA interview technique focuses on building the interview through a series of questions about specific topics. By following these topics, in order, you may start generally about the field, get more specific about your interviewee's experience, and then focus on yourself. The TIARA strategy can help you structure an interview to develop a mentorship with your interviewee.

TRENDS

Open-ended questions about the state of the company and field.

General

What trends do you see in this field?

Specific

As UX writing becomes a more mature field, what changes have you noticed in how people write copy?

INSIGHTS

Questions focusing on personal successes and resources.

What have you learned about your job?

Could you tell me about a time you successfully used research to find and resolve a copy issue?

ADVICE

Questions to elicit advice or empathy towards your situation.

What advice do you have for someone starting in the field?

What types of user and site research should I be familiar with for UX Writing?

RESOURCES

Questions about how to stay current in your field.

What resources do you use?

What resources help you keep track of copy development?

ASSIGNMENTS

Questions about the type of work you would actually do if hired.

What do you do at your job?

What are the typically timeframes you have for copy projects?