

User Interview

IT IS 3130-6400-8400

Fall 2023



User Interviews



Definition: User interviews are a qualitative research method in User Experience (UX) design that involve direct conversations with participants to gather insights into their behaviors, needs, and preferences.

Why Use User Interviews?

- 1.Deep Insights:** Interviews offer a rich source of information about users' experiences, perceptions, and motivations.
- 2.User-Centered Design:** They help in creating products and experiences tailored to user needs.
- 3.Contextual Understanding:** Interviews provide a context for user behavior, helping designers make informed decisions.
- 4.Early Feedback:** They offer early feedback on design concepts, allowing for iterations.
- 5.Identifying Pain Points:** Interviews uncover pain points and areas for improvement.
- 6.Validating Assumptions:** They validate or challenge assumptions and hypotheses.
- 7.Enhanced Empathy:** Interviews promote empathy with users, fostering better design.

Interview Best Practices- Do

Do Establish a Rapport:

Begin with a friendly introduction to build trust.

Do Prepare Thoroughly:

Know your objectives and have a clear plan.

Do Start Open-Ended:

Ask open-ended questions to encourage detailed responses.

Do Listen Actively:

Give your full attention, and let the user speak.

Do Ask Follow-Up Questions:

Probe deeper to uncover insights.

Do Use Probing Techniques:

Employ techniques like "Tell me more about that" or "Can you provide an example?"

Do Keep the Interviewer's Bias in Check:

Be mindful of leading questions or assumptions.



Interview Best Practices- Don't

Don't Overload with Questions:

Keep the interview focused and concise.

Don't Interrupt:

Allow participants to finish their thoughts.

Don't Argue or Challenge:

Respect their opinions, even if you disagree.

Don't Make Assumptions:

Avoid assuming you know the answer.

Don't Rush:

Give participants time to think and respond.

Don't Dominate the Conversation:

It's about their experiences, not yours.

Don't Forget to Thank:

Always express gratitude for their time and insights.



Effective Interview Questions- Good Interview Questions

1.Open-Ended Questions:

Encourage participants to share their thoughts and experiences.

Example: "Can you describe your typical workflow?"

2.Probing Questions:

Dig deeper to uncover insights.

Example: "Could you provide an example of that?"

3.Behavioral Questions:

Ask about past actions and experiences.

Example: "Tell me about a time when you faced this issue."

4.Neutral Questions:

Avoid leading or biased language.

Example: "What do you think about this feature?"



Effective Interview Questions- Bad Interview Questions

1. Closed-Ended Questions:

Limit responses to "yes" or "no."

Example: "Do you like our product?"

2. Leading Questions:

Suggest a desired answer.

Example: "You find our website easy to use, don't you?"

3. Multiple Questions in One:

Confuse participants and dilute responses.

Example: "How satisfied are you with the design and functionality of our app?"

4. Loaded Questions:

Contain assumptions or opinions.

Example: "Don't you agree our service is the best?"

5. Invasive or Personal Questions:

Respect privacy and avoid intrusive inquiries.

Example: "How much do you earn?"



User Interview Template

Objective, Hypothesis, Goals and Research Questions

Tools: Google Calendar, Audio recording device,

Logistics: Location, duration, etc.

Interview type: Structured, semi structured, in person, online

Recruiting Criteria:

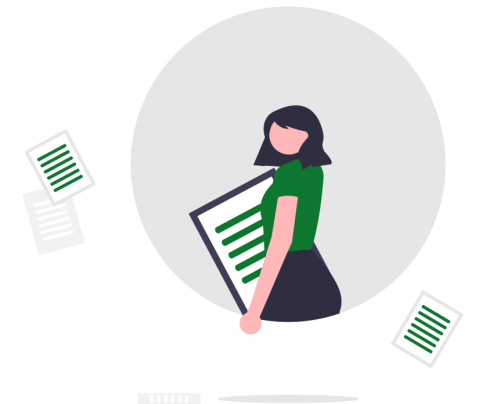
Recruiting approach:

Compensation:

Introduction script.

Interview Questions:

- Intro questions
- Main questions
- Wrap up questions



Example Instruction

Objective: The objective of this interview is to gain insights into the needs, preferences, and behaviors of solo travelers to improve the user experience of our travel platform for this specific user group.

Hypothesis: We hypothesize that solo travelers have unique requirements and preferences when it comes to travel planning, and understanding these will help us create a more tailored experience.

Goals and Research Questions:

- Identify the key motivations and goals of solo travelers.
- Explore the challenges and pain points they encounter during travel planning.
- Understand their preferred travel destinations and activities.
- Determine the sources of inspiration and information they rely on.
- Gather feedback on their interaction with our travel platform.

Tools:

- Google Calendar for scheduling interviews.
- Audio recording device for capturing the conversation.

Logistics:

- Location: Online, through video conferencing (Zoom).
- Duration: Approximately 45 minutes per interview.
- Dates: Interviews will be scheduled on weekdays during the evening hours to accommodate participants' availability.

Interview Type:

- Semi-structured, allowing flexibility for follow-up questions.
- Online, conducted via video conferencing for the participants' convenience.

Recruiting Criteria:

- Participants must be frequent or occasional solo travelers.
- Age group: 25-45.
- Users of our travel platform or have experience with similar platforms.

Recruiting Approach:

- Outreach through email to our platform users.
- Posting a recruitment message on social media groups dedicated to travel enthusiasts.
- Offering a small compensation, such as a gift card, as an incentive.

Compensation: Participants will receive a \$25 gift card as a token of appreciation for their time and insights.

Introduction Script: "Hello and thank you for participating in this interview. Your insights are incredibly valuable to us. My name is [Your Name], and I'll be facilitating this conversation. We're conducting this interview to better understand the needs and preferences of solo travelers to improve our travel platform.

Before we begin, I'd like to remind you that our conversation will be recorded for research purposes. Your personal information will remain confidential. If you have any questions or concerns during the interview, please feel free to ask.

Let's start with a few introductory questions."

Interview Questions:

Intro Questions:

- 1.Can you tell us a bit about yourself and your experience with solo travel?
- 2.What motivates you to travel alone?
- 3.Have you used travel platforms or apps for planning your trips? If so, which ones?

Main Questions:

4. What are the biggest challenges you face when planning a solo trip?
- 5.Can you describe your typical travel planning process?
- 6.What destinations do you enjoy visiting when traveling alone?
- 7.Where do you usually seek inspiration and information for your trips?
- 8.How do you envision the ideal travel platform for solo travelers?

Wrap-Up Questions: 9. Is there anything else you'd like to share about your experiences as a solo traveler?

- 10.Do you have any feedback or suggestions for improving our travel platform?
- 11.Any final thoughts or recommendations?

Thank you for participating, and your feedback is greatly appreciated!"