



# **Interviewing and Analysis**

Intro to Qual 101



# Schedule

**1 What is Empathy?**

**2 Interviewing 101**

**3 The Art of the Interview**

**4 Analysis**

**5 Models**

**6 Workshop**

## Cognitive Empathy

Understanding  
what went on in  
someone's head as  
they worked  
towards something

## Emotional Empathy

Feeling the same  
emotion that another  
person is feeling

## Cognitive Empathy

Asking about the last time someone did something, and listening to the what, why, how, and when

## Emotional Empathy

That heart warming feeling when your friend gets married

Crying during a scene in a movie

## Cognitive Empathy

Viable in work,  
specific, and  
replicable

## Emotional Empathy

Not reliably replicable,  
directs attention  
without thought

# Building Cognitive Empathy

We can build cognitive empathy by listening **neutrally** and **holistically** to our users.

One method to do so is the **user interview**.

# Interviewing 101

Interviewing is not the same thing as talking.

**Interviewing is a skill that requires deliberate and specific choices about what to say, how to say it, and when to say nothing.**

# Why Interview?

## You aren't your user

People who make a product and people who use a product think about it fundamentally differently

## Tangible and grounded evidence

Interviewing gives insight from real people that can help your team prioritize project goals, establish expectations, and provide evidence to leadership of success or failure

## Sync your team

Teams who share the experience of meeting their users are enlightened, aligned, and more empathetic

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# Basic Interview Guidelines

Concepts supporting ethnographic research

Bad	Good	
<p><b>What to avoid:</b></p> <ul style="list-style-type: none"> <li>• Avoid a fixed set of questions.</li> <li>• Avoid making the user the designer</li> <li>• Avoid discussing technology</li> </ul> <p><b>Avoid leading questions.</b></p> <ul style="list-style-type: none"> <li>• "Would feature X help you?"</li> <li>• "You like X, don't you?"</li> <li>• "Do you think you'd use feature X if it were available?"</li> <li>• "Does X seem like a good idea to you?"</li> </ul>	<p><b>What to do:</b></p> <ul style="list-style-type: none"> <li>• Interview where the interaction happens.</li> <li>• Assume the role of an apprentice, not an expert.</li> <li>• Use open-ended and closed-ended questions to direct the discussion.</li> <li>• Focus on goals first and tasks second (Cooper Group Method).</li> <li>• Encourage storytelling.</li> <li>• Ask for a show-and-tell.</li> </ul>	<p><b>Use open ended questions to encourage detailed responses.</b></p> <ul style="list-style-type: none"> <li>• "Why" "How" "What"</li> <li>• "What makes a good day? A bad day?"</li> <li>• "How do you work around problems?"</li> <li>• "Why would that be a good solution?"</li> </ul> <p><b>Use close ended questions to get back on track or shut down a topic.</b></p> <ul style="list-style-type: none"> <li>• "Did you..."</li> <li>• "Do you..."</li> <li>• "Would you..."</li> </ul>

General Guidelines in Detail: [About Face](#)

In-depth Interviewing Planning: [Designing for the Digital Age](#)

In-depth Interviewing Execution: [Observing the User Experience](#)

# General Tips

1. Understand your user's language.
2. Be neutral. Nothing is to be judged. Openness and trust flows from nonjudgmental rapport.
3. The best cue to encourage talking is nonverbal; just gently nod the head.
4. A sign that an interview is going poorly is when the interviewer is talking more than the interviewee.
5. Failure to understand a response from the interviewee should be clearly noted as a failure of the interviewer.
6. Take note of non-verbal cues, the environment, and the *full* context.

# How to Ask Questions

1. Never assume or ask leading questions.
2. Good questions should be open-ended, neutral, singular, and clear.
3. Don't ask yes/no questions unless you are trying to end a rant.
4. Use "Tell me more" instead of "why."
5. Do your best to make every question *singular*, no more than one idea should be contained in any given question.

—— “*you like pop music right?*” X

—— “*How did your morning begin?*”

—— “*Can you tell me more about that incident?*”

—— “*How well do you know and like the staff in this program?*” X

—— “*How well do you know the staff?*”

—— “*How much do you like the staff?*”

# Types of Questions

## Gather context and collect details

- Ask about sequence
- Ask about quantity
- Ask for specific examples
- Ask about exceptions
- Ask for complete lists
- Ask about relationships
- Ask about organizational structure

## Probe what's been unsaid

- Ask for clarification
- Ask about code words/native language
- Ask about emotional cues
- Probe delicately
- Ask for an outsider explanation
- Get a tutorial

# 1. Raw Interviews Contextual Analysis

## Raw Interview Data

"I think of sports events as social events, so I like to go with my friends. The problem is that we often have to sit in different places, so uh, it is not like as much as fun. I think it'd be cooler if we could you know like sit together."

- Tag all of your source data so it can be referenced moving forwards.

Note ID	User ID	Question	Notes	Comments
N1	I-PV-1	Can you tell me a little about yourself?	I'm a pretty young guy, I love sports you know.	Very outgoing, confident
N2	I-PV-1	When was the last time you went to a sporting event?	Hmm... not to long ago man. It was last week at the college game!	

## 2. WANs Contextual Analysis

### Raw Interview Data

"I think of sports events as social events, so I like to go with my friends. The problem is that we often have to sit in different places, so uh, it is not like as much as fun. I think it'd be cooler if we could you know like sit together."

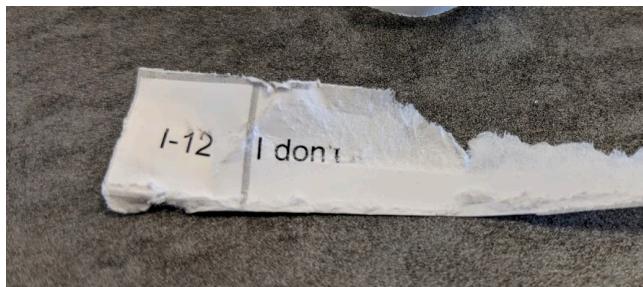
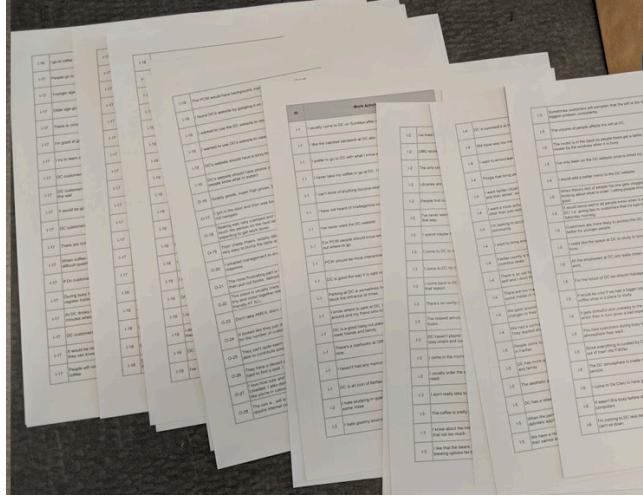
- Tag all of your source data so it can be referenced moving forwards.

### Work Activity Note (WAN)

"When I am looking to buy student tickets to MU basketball, I look for an option allowing several friends to sign together."

- Paraphrase and synthesize the raw quote. Filter out noise.
- Write from a work domain perspective (don't start designing yet).
- Tag your WANs.

### 3. WAAD Contextual Analysis



For how to construct a WAAD (Work Activity Affinity Diagram) reference the UX Book pg. 144

# Using Behavioral Variables Goal-Directed

## Identify Your Variables

- Activities- What the user does; frequency and volume
- Attitudes- How the user thinks about the product domain
- Aptitudes- What the education and training the user has
- Motivations- Why the user is engaged in the product domain
- Skills- User abilities related to the product domain

## Map Your Interviewees to the Variables

Service-Oriented



I-PV-3

Price-Oriented



I-PV-2



I-PV-1,4,5

Necessity Only



I-PV-1, 4

Entertainment



I-PV-2, 5



I-PV-3

# Using Behavioral Variables Goal-Directed

## Identify Trends

Service-Oriented



I-PV-3



I-PV-2

Price-Oriented



I-PV-1,4,5

Necessity Only



I-PV-1, 4



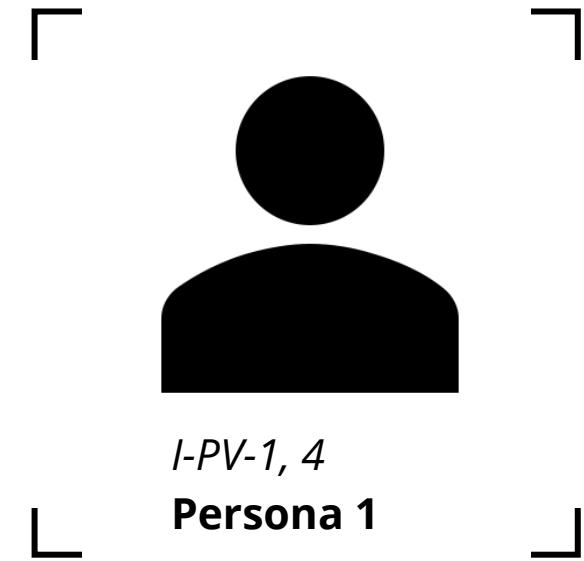
I-PV-2, 5

Entertainment



I-PV-3

## Capture Findings



For the full Cooper Group Persona process, read [Designing for the Digital Age](#)

# Personas Modeling Users

Good design has meaning only for someone who uses a product for a particular purpose.

## Personas are based on research.

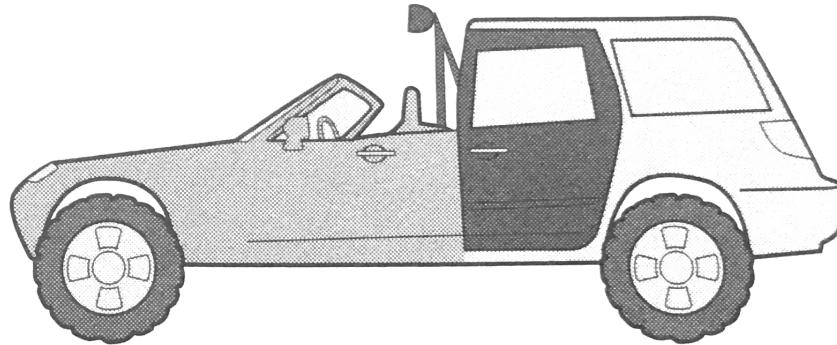
Based off of your research and interviews, behaviors can be assembled by related usage patterns. They are context-specific. They are not stereotypes.

## Personas prevent design pitfalls.

Personas remedy a lack of precision about the user, prevent self-referential design and prevent designing for edge cases.

## Personas ensure a focused design.

The best way to successfully accommodate a variety of users is to design for *specific types of individuals with specific needs*.



"If you try to design an automobile that pleases every possible driver, you end up with a car with every possible feature that pleases nobody."

—Alan Cooper, *About Face*

# Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

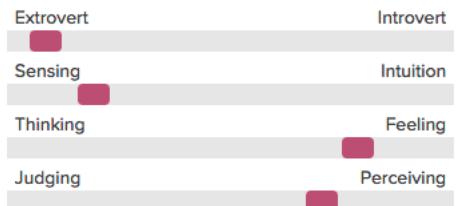
AGE 29  
OCCUPATION Regional Director  
STATUS Single  
LOCATION Portsmouth, NH  
TIER Frequent Traveler  
ARCHETYPE The Planner

Organized      Practical  
Protective      Hardworking

## Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

## Personality



## Brands



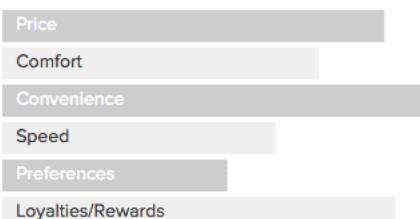
## Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

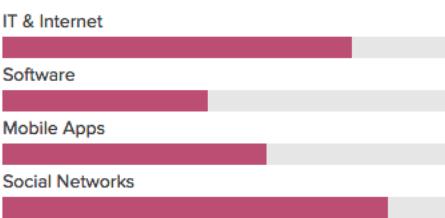
## Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

## Motivations



## Technology



## Behavioral Patterns

Personas are a composite of key behaviors found in research. Synthesize characteristics related to these key behaviors to create your persona.

## Identify Goals

What goals lead to the behavioral patterns identified? Infer these goals and tie them into your persona's narrative.

## Create a Narrative

Include enough detail to cover basic demographics and to weave behavior patterns into the story. The detail should not exceed the depth of your research.

## Resources

### Photos

<http://www.exactitudes.com/>

### Process

# Personas Modeling Users

## USER PERSONA IV



## Bank Thought Leader

Outreach and CSR coordinator for a large national bank

### User Background

**Name:** Makayla Morris

**Age:** 36

**Location:** Los Angeles, CA

**Industry Experience:** 14 Years

**Bio:** Makayla is a leader of the Corporate Social Responsibility (CSR) efforts at her institution. In this position she is tasked with 'giving back' to the community using her core competencies. She has a background in Finance at both the undergraduate and graduate level.

**Associations:** Philanthropic Finance Group, Financial Literacy for Southern California

- Influential
- Strategic
- Business-minded

“This data is helpful to guide us to locations that would benefit from added banking services.”

### Goals

- Leverage place data to identify communities that lack basic financial services
- Understand population demographics and other sub-populations in order to better support industry innovations and required change
- Identify financial technology/literacy needs and alternative banking solutions

“As suppliers, we need to know as much as we can about these communities before jumping in and expecting habits change.”



### Output Types

- |                  |              |                   |
|------------------|--------------|-------------------|
| Casual Reading   | Conversation | Basic Analytics   |
| In-Depth Writing | Presentation | Complex Analytics |

### Usability Requests

“I'd like to be able to look at the site as a resource for actionable data- not a just a place to download a file and be expected to draw my own conclusions.”

### Feature Requirements

- |                                   |   |
|-----------------------------------|---|
| <b>Custom Visualizations</b> ✓    | Create and download custom visualizations or tables based on selected variables                     |
| <b>User-defined Data Tables</b> ✓ | Create and download custom tables based on selected cuts from the data                              |
| <b>Geographic Data</b> ✓          | Ability to cut data by location according to various scopes   |
| <b>Multi-level Filters</b>        | Ability for users to conduct bi-variate (multivariate?) analysis in order to access sub-populations |
| <b>Data-Generated Narratives</b>  | Dynamic text generated by data, telling stories that accompany visualizations                       |
| <b>Trend Analysis</b> ✓           | Ability to see patterns in data over a user-defined period of time                                  |

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Photos: <http://www.exactitudes.com/>

Process: Alan Cooper, *About Face*

# Workshop Prep

1. Split up into groups with one Deloitte Digital lead each
2. Circle up and review your interview tips and question sheets

# Workshop Prompt and Directions

**Your goal is to figure out  
what we did over the winter  
holiday season.**

- In clockwise order, take turns asking 3 questions to the interviewee.
- After every 3 questions, pause. If you did not ask questions, give feedback to the interviewer using your tips sheet.
- After a short round of feedback, pass the role of interviewer to the next person and continue the interview!

# Appendix

# Interviewing Process in Design

1. Deeply studying people, ideally in their context
2. Exploring the meaning behind their behaviors
3. Making sense of the data using inference, interpretation, analysis, and synthesis
4. Using those insights to point toward a design, service, product, or solution

# Ground Rules

## **Check your worldview at the door**

Don't become invested in a particular outcome or expect any set of answers.

## **Embrace how other people see the world**

Instead of asking people to come to you, go where they are. In order to embrace their world, you need to be in it. You will benefit by interviewing them in their own environment.

## **Be strategic when building rapport**

Reach out ahead of the interview. Be selective about talking about yourself. Stay neutral. Reflect questions back to the user. Be aware of your body language.

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