

Setting the right foundation



1. Context

- + What is the context you’re focusing on?
- + Who is involved and why?
- + Why do you need to conduct an interview?

2. Outcomes

- + What is the desired outcome of this interview?
- + What would you like to learn or validate?

3. Location

- + Where would be a good place for you to have your conversation?
- + Where would your participant feel most comfortable?

4. Energy

- + How would you like your interviewee to feel during and after the interview?
- + Would you like them to feel calm and safe?
- + Would you like them to feel excited? Inspired?

5. Medium

- + What tools, artefacts or visuals might help prompt the interviewee’s thinking?
- + Do you need your interviewee to engage with something tangible?

Interview Guide



Your checklist		List your questions	Rationale
	Explain who you are and what your research is about.		
	Remind your participant how long the interview will take.		
	Explain what you'd like to talk to your participant about.		
	Tell your participant their answers are anonymous.		
	Explain the role of the note taker.		
	Ask your participant to be honest and open with you – that's exactly what you need and there are no wrong or right answers, and they won't offend you in any way.		
	Explain that you might be asking 'obvious' questions and that you'll be asking 'why' a lot - you don't want to be led by your own assumptions.		
	Ask if they've got any questions before you begin the interview.		