

## PARTICIPANT APPROACH

### In-depth interview

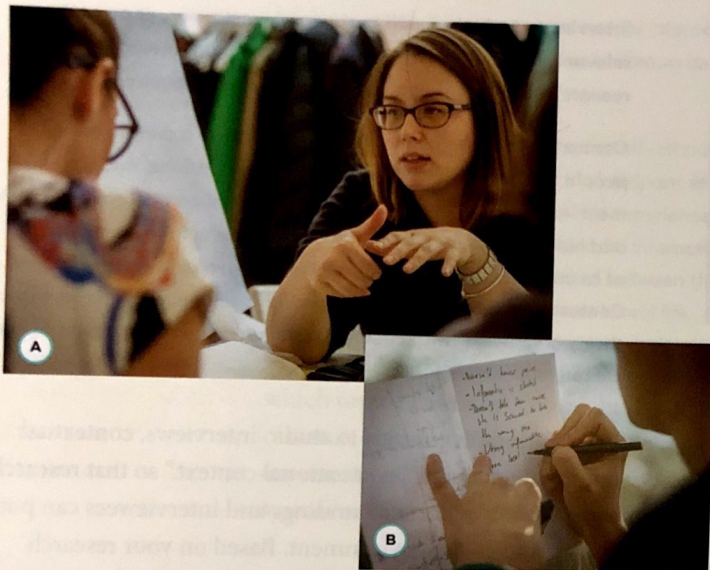
A qualitative research technique of conducting intensive individual interviews.

In-depth interviews are often conducted with relevant stakeholders or external experts to understand different perspectives on a specific subject. These interviews can help researchers learn more about particular expectations, experiences, products, services, goods, operations, processes, and concerns, and also about a person's attitude, problems, needs, ideas, or environment.

**Preparation:** In-depth interviews are mostly done in a semistructured way to collect useful data. For example, interview guidelines can be based on an empathy map.<sup>01</sup> In-depth interviews are mostly done face to face, allowing researchers to observe body language and create a more intimate atmosphere. They can also be conducted online or by telephone.

**Use:** These interviews can be supported by co-creating boundary objects, such as scribbles or mind maps, or using personas, journey maps, system maps, or other useful templates. They can also include tasks like card sorting to understand user needs or storytelling supported by tangible touchpoint cards to visualize experiences.

**Expected output:** Text (transcripts, field notes), audio recordings, photos, videos, artifacts



- A** Pay attention to your interviewees' body language and gestures and write down interesting observations. This often leads to further questions.
- B** Try to differentiate between concrete observations and your own interpretations (first-level/second-level concepts).

<sup>01</sup> The original empathy map includes the topics of Who are we empathizing with?, What do they need to do?, What do they see/say/do/hear?, and What do they think and feel (pains and gains)? In 2017, Who are we empathizing with? and What do they need to do? were added to the original template. See Gray, D., Brown, S., & Macanudo, J. (2010). *Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers*. Sebastopol: O'Reilly.