

User Interviews

Interviewing users is a critical part of building end-user empathy. When interviewing, be sure to place the user in the same context in which they'll be using your product. And when possible, interview in teams of two, with one person responsible for conducting the interview and observing the end user, another for taking copious notes. The goal of the interview is to develop a more complete empathy map.

Time: 1-2 hours
Participants: Two team members
Materials: Notebook, recorder, pens

Empathy Map

