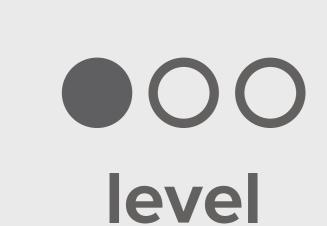
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Right-click to unlock

A technique for gathering information through direct dialogue

Interviewing

people



level beginner

1+ hour

PEOPLE GENERALLY enjoy telling stories about their experiences. A good interview helps you take advantage of this natural inclination in order to gather valuable information. Interviewing gives you an opportunity to speak directly with the people who can help you make informed decisions. Through these interviews you gain a better sense of people and their views of the world by subtly eliciting their true feelings, desires, struggles, and opinions through a few carefully crafted questions. An additional sensitivity to the unplanned and unscripted aspects of an interview can allow for equally illuminating discoveries.

A good interviewer needs to be attuned to the interviewee to know when to probe for more information, when to redirect the conversation, and how to parse what is meant from what is said. In other words, one must, as journalist Lawrence Grobel said, "converse like a talk show host, think like a writer, understand subtext like a psychiatrist, [and] have an ear like a musician."

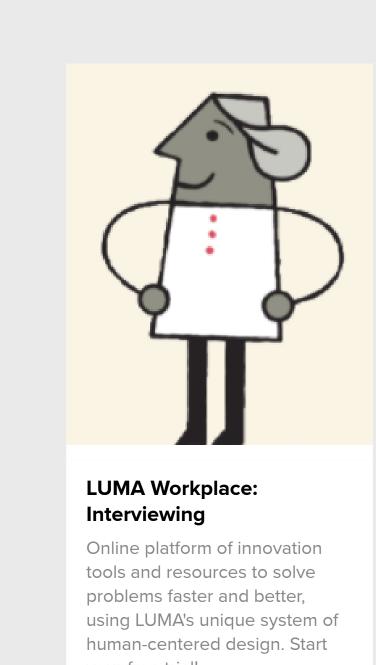
Agenda

1 Protocol

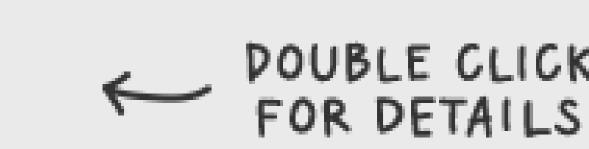


3 Notes

Resources



Lumaworkplace



1 Protocol

Create your interview protocol Double click to add sticky notes

Criteria for selecting interviewees

Should be easy for the interviewee to answer

Field	Expertise	

Easing-in Questions

Should be easy for the interviewee to answer

Example: "What is the first thing that comes to your mind when you think about"		
timin about		

Storytelling Questions

Maybe more effort for the interviewee to answer

Example: "Tell me about a time when"		

Exploratory Questions

Gives the interviewee a free voice

2 Interview

Conduct the interview Click to edit textboxes

Introduction

Introduce yourself: "Hello, my name is..."

State your purpose: "The purpose of this interview is to..."

Obtain consent: "May I have your permission to...?"

Questions

Easing-in Questions

Storytelling Questions

Exploratory Questions

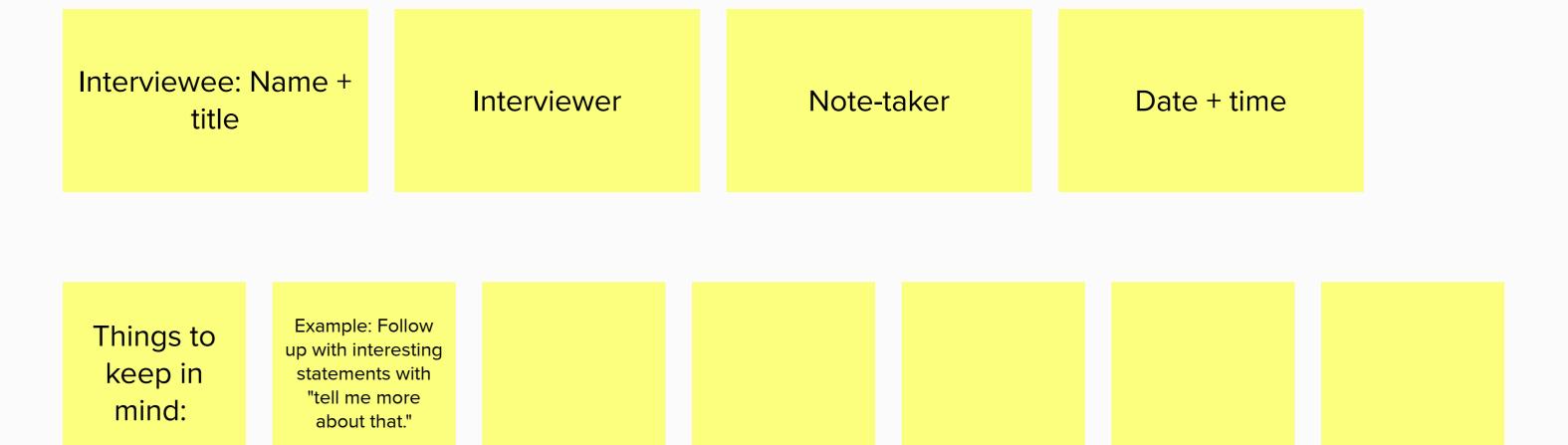
Conclusion

Thank the participant: "Thank you for..."

Request follow-up: "If I have any additional questions, may I...?"

3 Notes

Capture your notes during, and after the interview Double click to add sticky notes



Questions	Answers	
Question		