

Interview method

The interview allows us to better understand the needs, expectations and constraints of users through a direct exchange.

Main steps:

1. **Define the purpose** of the interview.
2. **Choose participants who are** representative of the target user.
3. **Prepare open-ended questions** (e.g. needs, lost and found, constraints, etc.).
4. **Conduct the interview** while actively listening.
5. **Analyze responses** to identify key information.
6. **Create a persona** or a use case from the data collected.

Game tip: each question asked can reveal a need or a useful object for the future.

