



How to Prepare an Interview Script

WHAT IS AN INTERVIEW GUIDE AND HOW DOES IT HELP YOU?

The Interview guide consists of questions and notes to guide the interview. It helps you ensure the research session covers all the topics in an order that provides the team with the most valuable and unbiased information.

NOW, LET’S FOCUS ON EACH SECTION OF THE INTERVIEW GUIDE:

An interview guide usually includes:

- Introduction and context setting
- Background questions
- High-level questions
- Detailed questions/scenario validation
- Thank you

INTRODUCTION AND CONTEXT SETTING

The moderator should introduce him/herself and provide an overview of the project. The overview should be brief and should not provide information that biases the user. In order to get proper feedback, the user needs to be put in the right mindset. Do this by explaining the purpose of research.

RULES

There are some rules that need to be stated in the beginning of and during the interview as necessary:

- The participant is in control and can always take a break, interrupt or stop the session at any time.
- The content of the interview will be treated with confidentiality and will only be used in product feature and design decisions.
- There is no right or wrong answer; participant should be reminded that they are representatives of many others in the same role or with the same mindset. Any kind of input is important – positive or negative.
- Ask the participant to: Think out loud, share what’s going through her or his mind.
- Ask for permission to record the interview and to take pictures of artifacts.

BACKGROUND QUESTIONS

Here you cover the participant's name, role, and main responsibility. Organizational structure they are in, and experience in current role may also be relevant to some topics.

SUGGESTED HIGH-LEVEL QUESTIONS (GIVEN A SPECIFIC TOPIC)

These questions provide information to the team about the process and the context of work:

- Goals for this role/doing this task
- Who does she or he interact with in this context (stakeholders)?
- Where is the work being done?
- Tools and devices used
- Typical day in this role/doing this task
- Walkthrough of an example project or task

SUGGESTED DETAILED QUESTIONS

Depending on the topic, there might be a variety of detailed questions to be asked. Here are some examples:

- Where are the ***pain points*** in the process you just described?
- Where do you ***need additional information?***
- How do you find ***missing information?***
- What would be ***the most important area*** that needs improvement in your opinion?
- How would you ***improve*** the process?
- Can you show us some ***workarounds*** that you may have to do?
- When do you use ***best practices and/or guidelines*** and how do you find them?
- What would be ***one good thing*** that you would keep in the current process/system because it works well for you?

Always ask your users if they have anything else to discuss with you before ending the interview.

THANK YOU

Make sure to thank your users for their time. Also, a majority of interviewees would like to be informed about the result of the research. It's a nice gesture if you keep them in the loop about the results and inform them about the outcome.