

USER INTERVIEWS (E.G. SOM PEOPLE)

- ▶ **Format:** schedule a few strangers to come in
- ▶ **Upsides:** more honesty, can be closer to target audience
- ▶ **Downsides:** Hard to find people. Need to offer some motivation
- ▶ **Tools:**
 - ▶ same as asking friends and family
 - ▶ craigslist/listservs

