

# USER INTERVIEWS (E.G. SOM PEOPLE)

- ▶ **Upsides:** find out *why* something works/doesn't
- ▶ **Downsides:** Hard to find people. Need to offer some motivation (small \$\$ typically ok)
- ▶ **Tips** (from Sprint!):
  - ▶ Be ready for an emotional interview; accept results as they come
    - ▶ Record the interview. Interpret only after it's all done
  - ▶ Five people is the magic number
  - ▶ It's all about the questions; use the use 5-W's questions (why, etc.—NOT multiple choice) to figure out *why* it works/doesn't

# INTERVIEW FRIENDS AND FAMILY

- ▶ **Format:** you have a brief survey, either google forms or interview script, where you ask friends and family if they'd buy a service
- ▶ **Upsides:** super-easy. Zero cost
- ▶ **Downsides:** your family isn't likely your target audience. Also, they probably won't be brutally harsh on you in the way your target audience will. Everyone says it's a great idea. They may even buy it from you.
- ▶ Tools:
  - ▶ typeform
  - ▶ google forms
  - ▶ interview scripts