

USER INTERVIEWS (E.G. SOM PEOPLE)

Find customers (strangers) via craigslist/Yale listservs. Sign up with a few questions, so you can filter for your customer definition

In person, use an interview script to walk through simulated product experience:

1. Make them feel at ease with a few **context questions** ("How do you normally choose your breakfast?")
2. Introduce the **prototype**: "Would you be willing to look at some prototypes?"
"Since I didn't design this, you won't hurt my feelings or flatter me"
3. Walk through a set of **tasks**. Use nudges (like clues to a treasure hunt: "how would you decide if you would download it?")
4. **Debrief**: if you could have three magic wishes about the product, what would they be? How does this product compare to what you do now? How would you describe this product to a friend?

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- ▶ **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