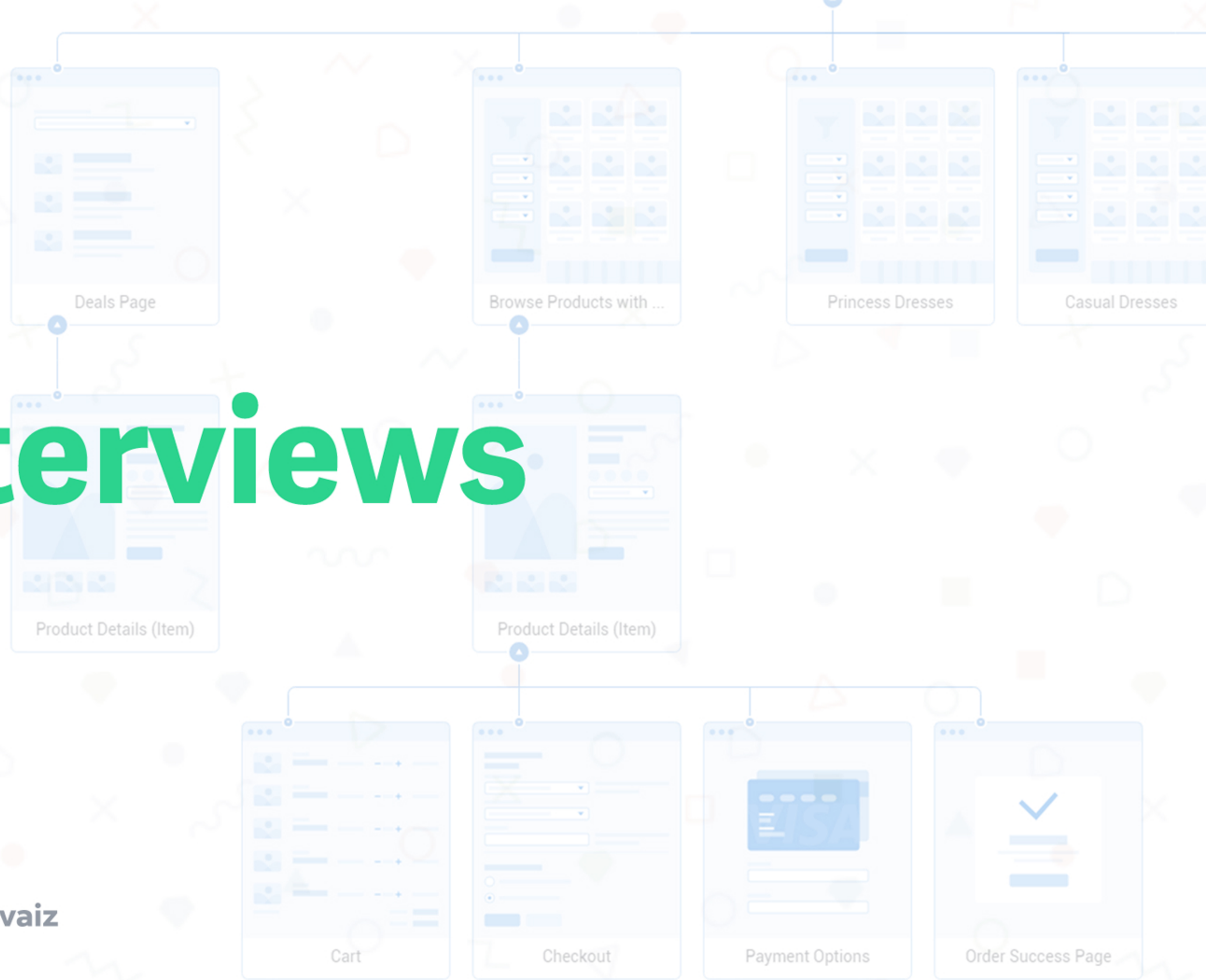


# RESEARCH

# User Interviews

UX PROCESS SIMPLIFIED  
A course by : Muhammad Ahsan Pervaiz



## User Interviews

User interview is the most important part of your whole UX process.

The information you are going to extract here is the key to success in later stages of building great User Experiences.

UX Process Simplified

Muhammad Ahsan  
UI/UX Interaction Designer

## Create sections for User Interviews

Select the areas you want to question or need information about. Just like creating major sections of any plan.

e.g. In my clothing website, i wanted to get ideas on “Creating New Account, info needed to make purchasing decision and checkout”

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UI/UX Interaction Designer

## User’s Motivations, Goals & Fears

You need to ask some questions to get the idea of User’s motivations, goals, fears and frustrations

- Why do you trust this website more?
- What do you think is the safest payment method?
- For what reasons you will purchase this Princess dress?
- How quick do you want the delivery to be?
- What should be written in the Helpline section?

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UI/UX Interaction Designer

## Don’t tell/guide the User

Few things you need to learn. Just ask open ended questions. Don’t give hints in your answers for the solutions

e.g. This is bad “Do you use credit card to pay online?”  
More better is “Which method do you prefer to pay online?”

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UI/UX Interaction Designer

## Asking probing questions

Ask further question relating to one question (Probing questions) to get more information

Which problems you have faced with item delivery or return? → How would you like to return your products?

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UI/UX Interaction Designer

## Prepare for User Interview

Few checkpoints to keep in mind

- Try to interview in User’s home or office (Context)
- Print all the material you need to show to the user
- Let someone else take the notes while you ask
- Record audio or video if you can
- Interview at least 3 to 5 users

UX Process Simplified

Muhammad Ahsan  
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