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TOOLKIT

Interviews

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INTRODUCTION

Why do we do this activity?

If you want to get to know the people you serve, there's no substitute for going out and talking to them. A good interview reveals the world as others see it. This will help you build empathy and identify new questions to ask.

INTRODUCTION

When should you use this activity?

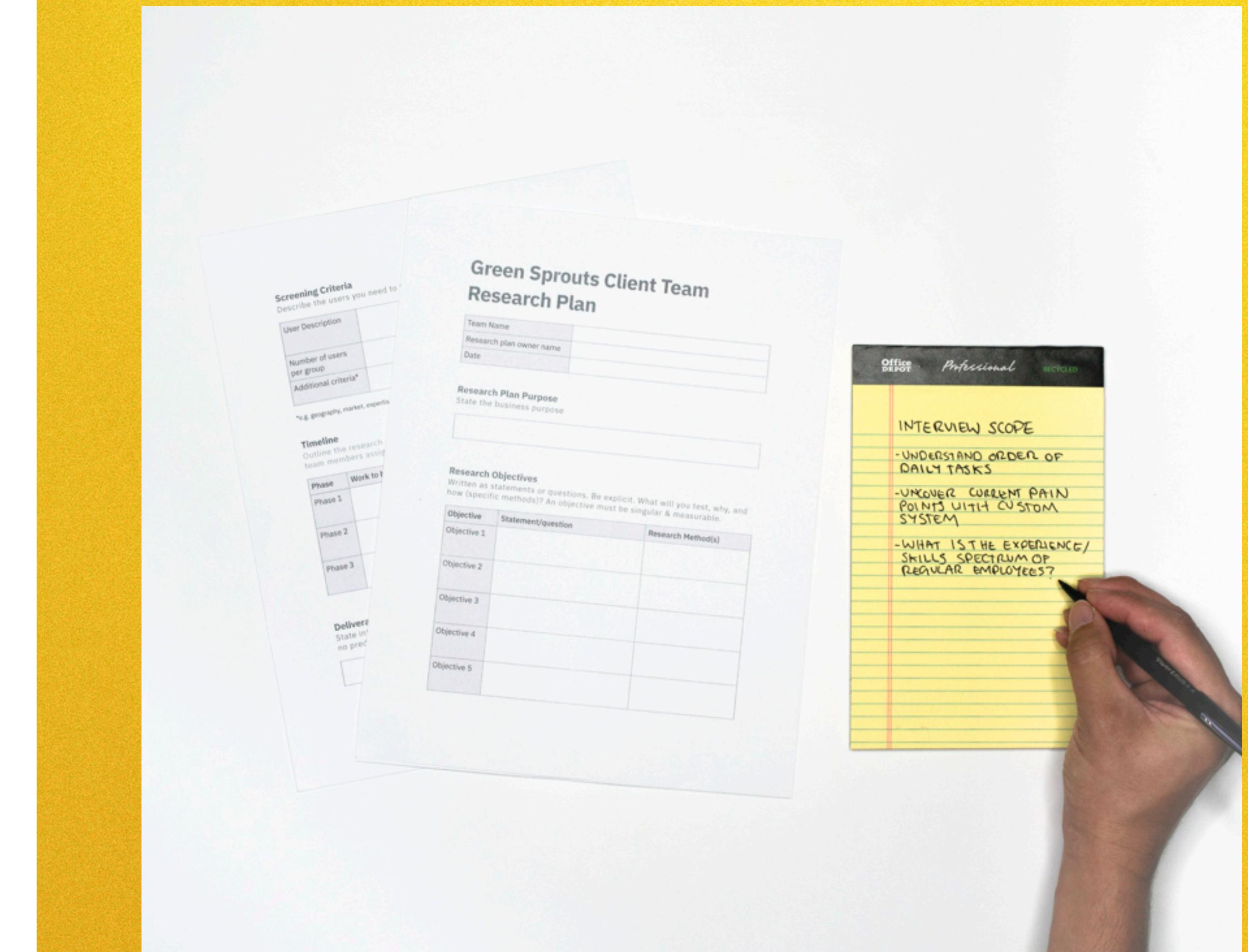
Pursue interviews anytime you want to validate a hypothesis about your user, or better understand how your ideas might impact them.

Ready, set, go!

PLAN

Define your scope. As a team, come to an agreement on the user experience you want to investigate. **Who** is your user, **what** are they doing, and **when** are they doing it?

- **Example:** Business travelers checking in at the airport



Interviews

60 min

PLAN

Contact the users or Sponsor Users you want to interview, and explain the purpose of the interview.

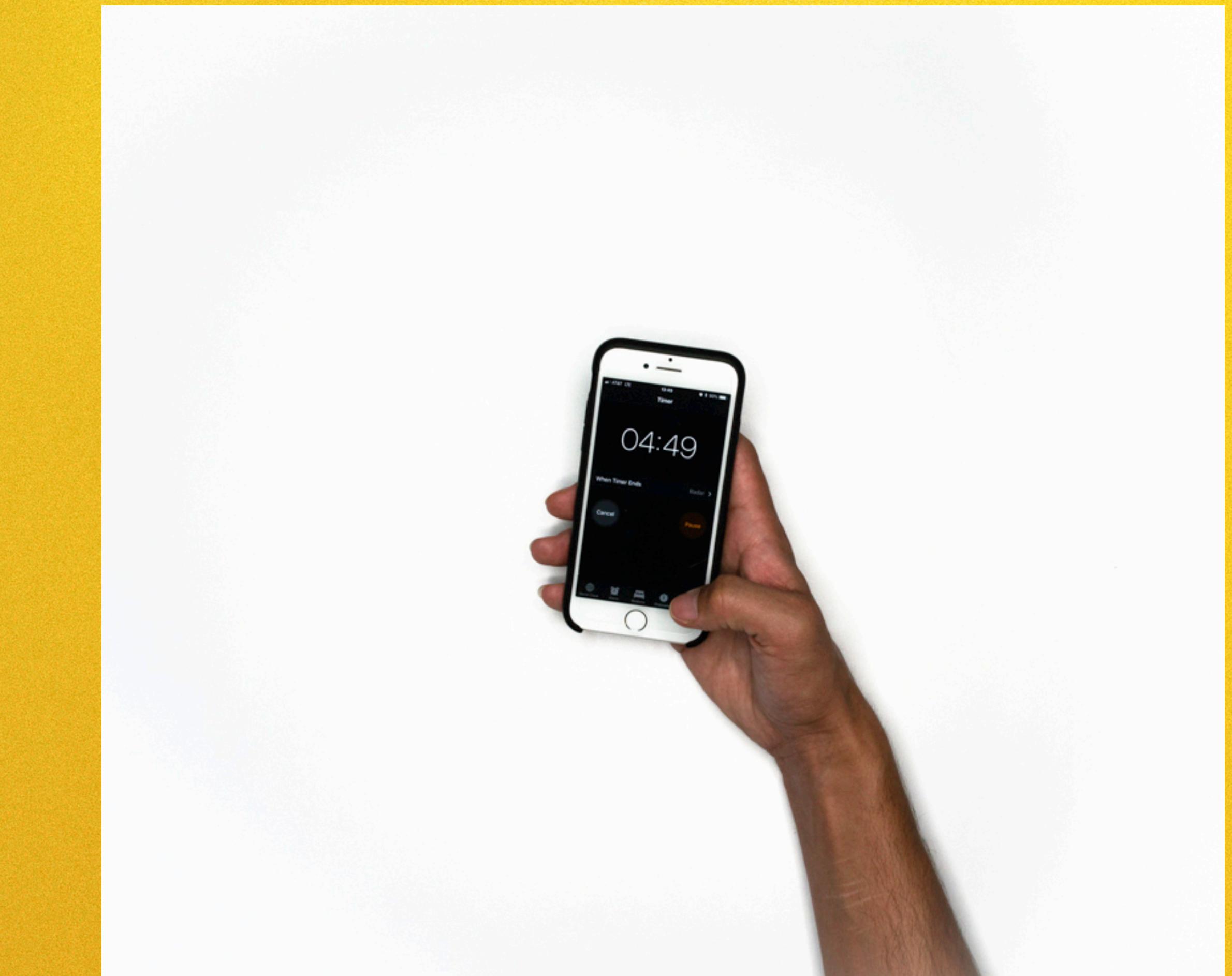
- Once you find a user who wants to participate, schedule a time to talk on the phone or through a video conference.



PLAN

Prepare for the interview.

- Obtain permission to record audio or video when possible.
- Plan to have one other person in the interview with you to document and take notes.



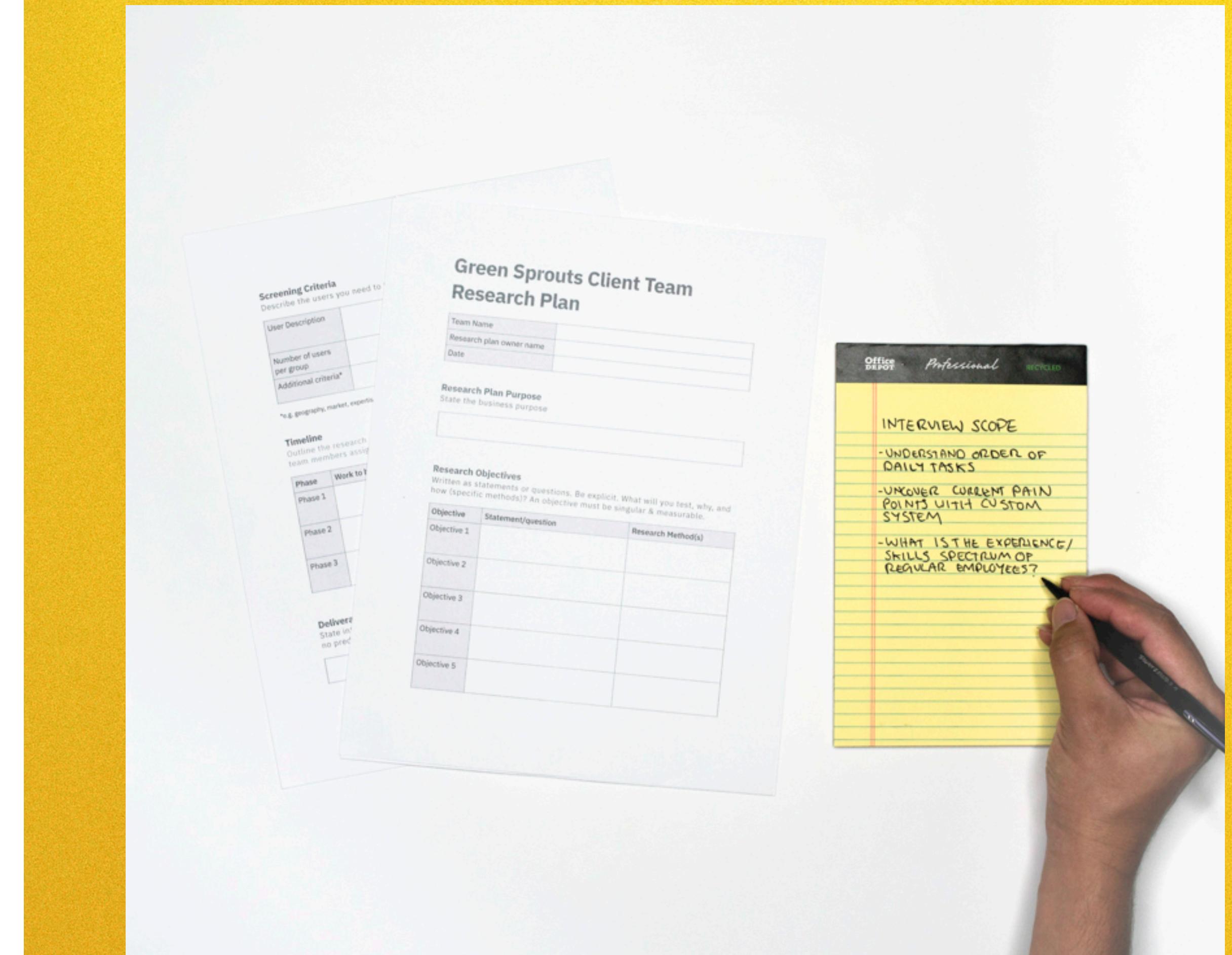
Interviews

60 min

PLAN

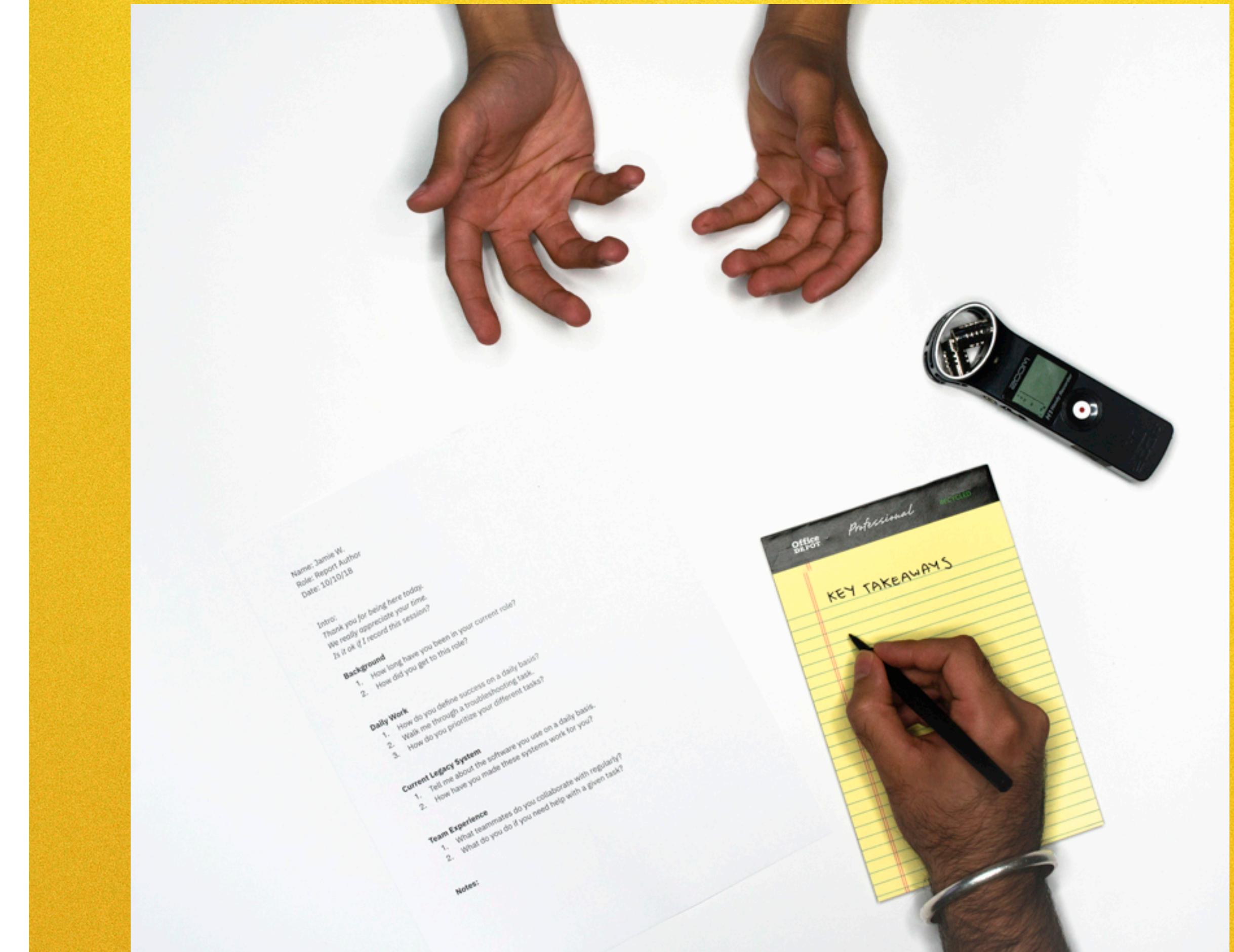
Write a script or discussion guide to use during the interview.

- Include general questions about the interviewees' job role, experience, background, etc. as well as specific questions tied to your learning objectives.
- Remember to frame questions open-ended and don't ask them in a way that might lead them to a particular answer.



CONDUCT

As you get started, explain the purpose of the interview and what you would like to get out of it. Discuss how you will use the person's data and any data you collect in the interview.



CONDUCT

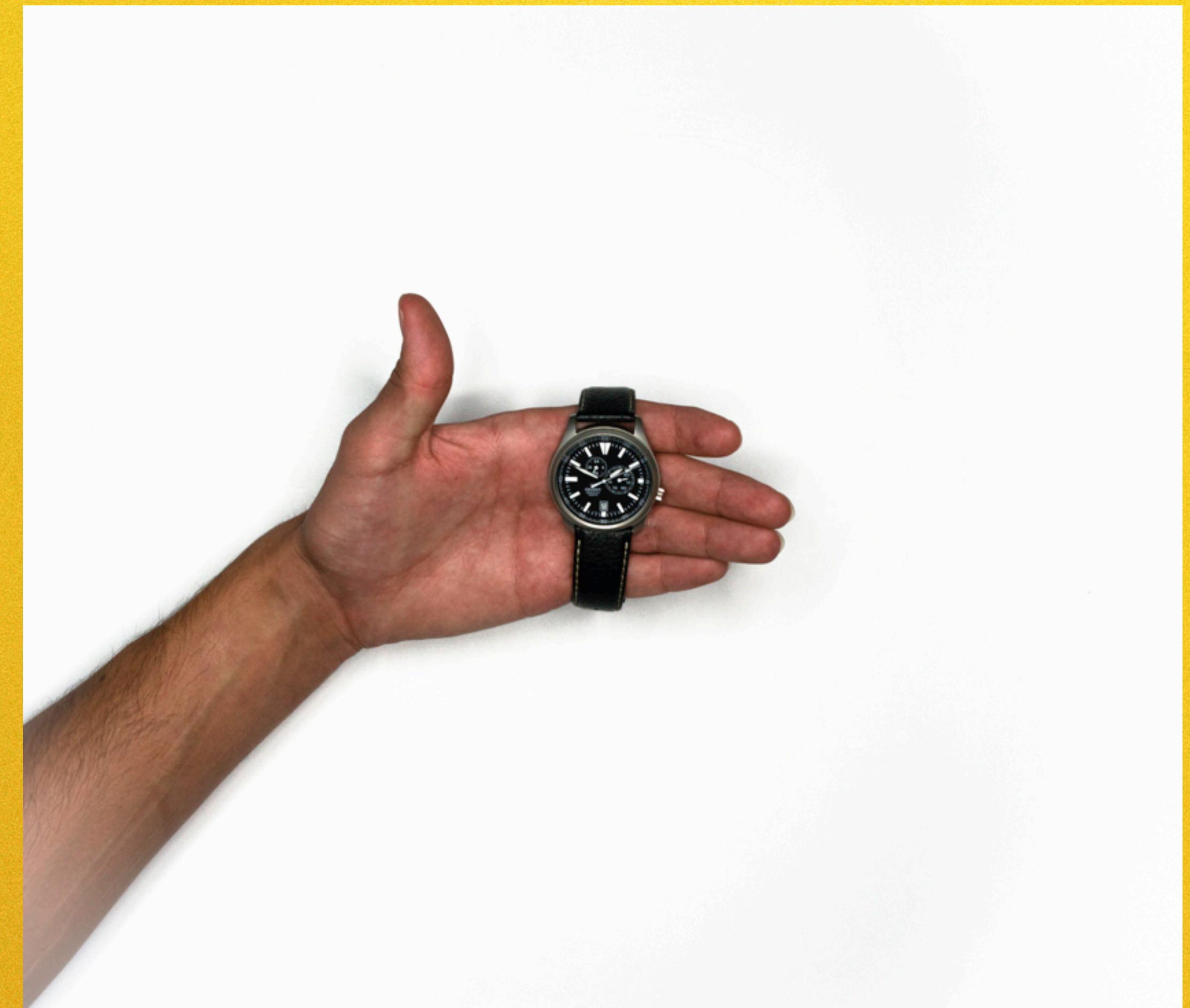
Ask one question at a time. Work to encourage responses by staying engaged, but don't feel obligated to respond to everything.



CONDUCT

Interviews are like formal conversations, but there's room for flexibility.

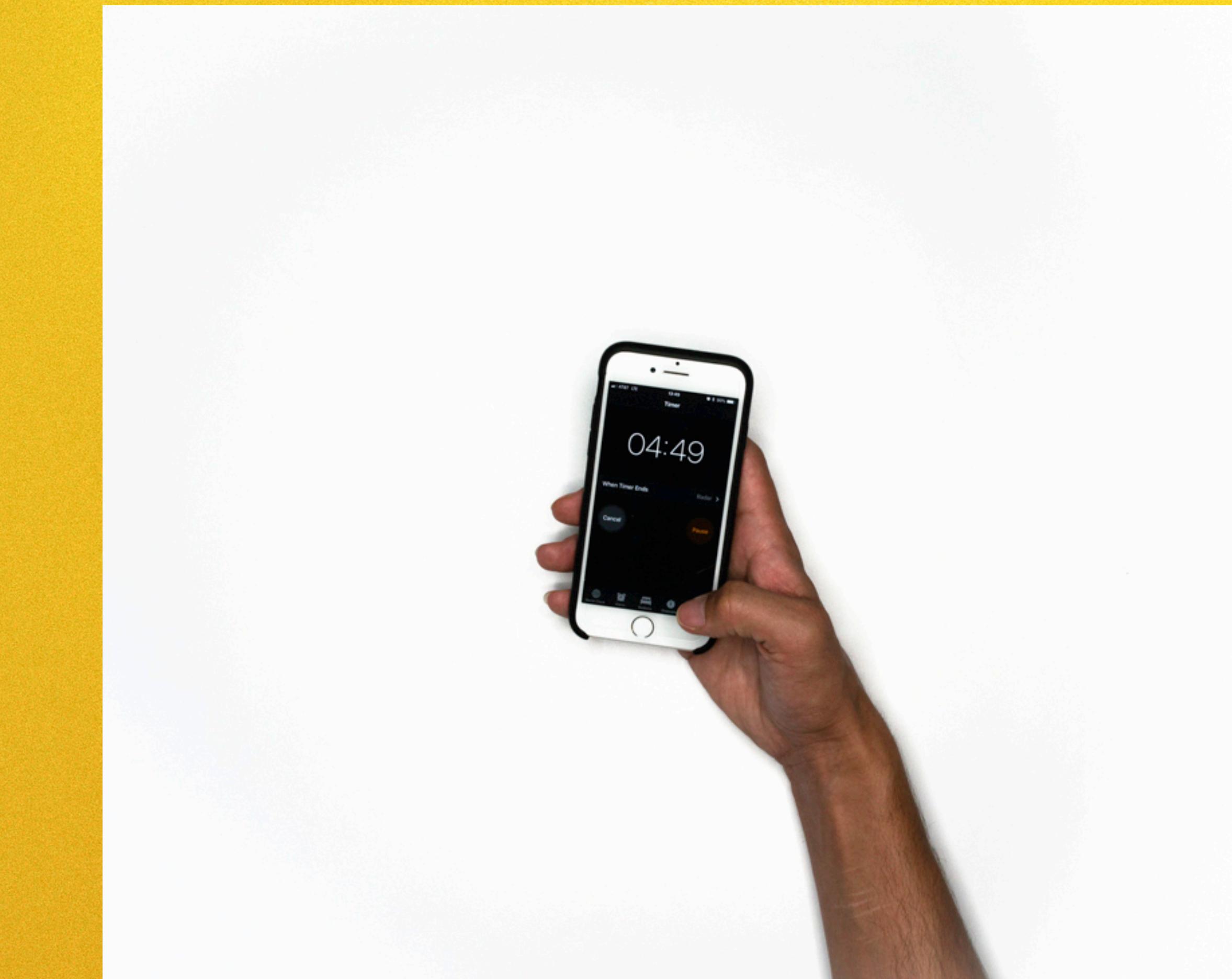
- Try to keep the interview on time and on-topic, but if something interesting comes up that's worth exploring, feel free to ask for more detail.



CAPTURE

As you conduct your interview, record what you hear without judgement.

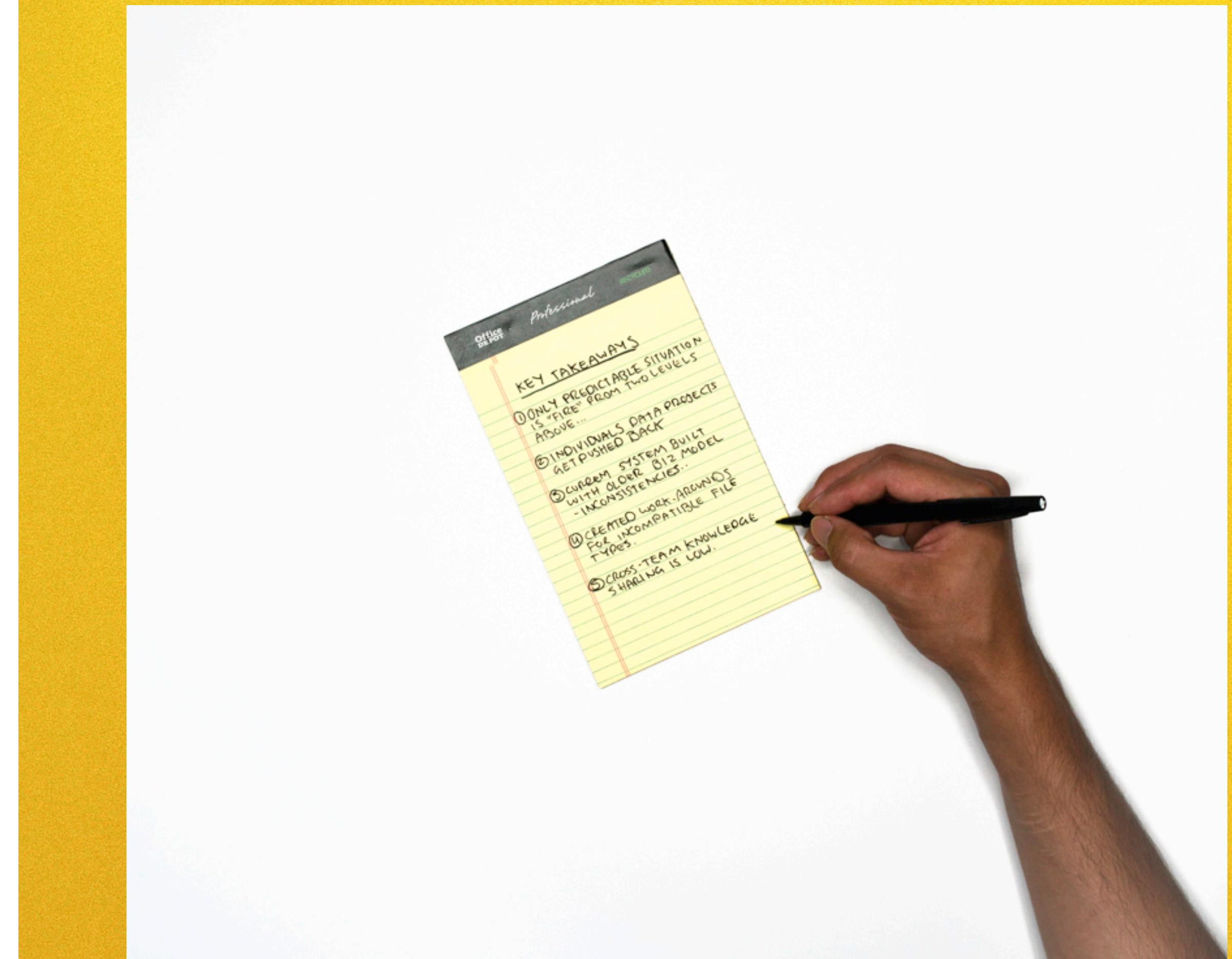
- If two interviewers are present, make sure one focuses primarily on capturing key findings, and one focuses primarily on asking questions.



REFLECT

Directly after the interview, take time to reflect individually.

- Write down any takeaways and “aha” moments that stood out.
- What did you observe? What did you learn?
- Share your individual reflections with anyone involved in the interview.

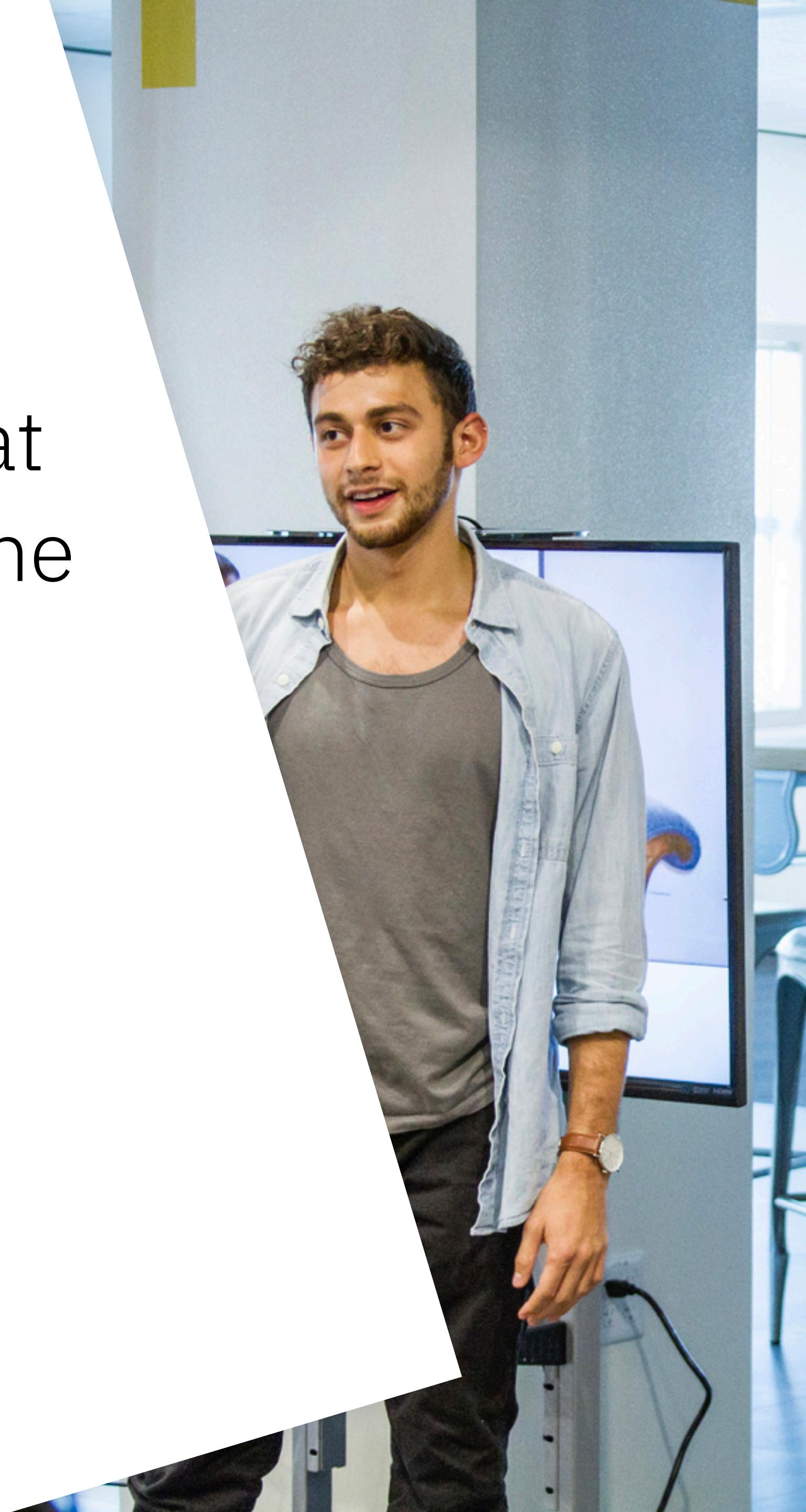


Interviews

60 min

PLAYBACK

Plan to play back what you've learned with the rest of your team.



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