

User Research Minimum Questions

How do you do [jobs/action/verb] today?

You should ask 1+ follow-up question.

Do you use any [tools/products/apps/tricks] today ?

You should ask 1+ follow-up question.

If you could wave a magic wand, what would you want to do?

You should ask 1+ follow-up question.

Last time you did, what were you doing before/during/after that?

⇒ Use "User Journey Map"

Interviewee

portrait

Interview Tips:

- Smile
- STOP TALKING, you're the just notetaker
- No yes/no questions
- Restate anything interesting back to the person

Source: Cindy Alvarez "Lean Customer Development" O'Reilly Media, Inc., 2014