

IxD210 Systems

Tips for Interviews

INTERVIEW TECHNIQUE: 5 BASIC STEPS



BEFORE

Prepare script

START

Put them at ease

MIDDLE

Listen and observe

END

Outline Next Steps + thanks

AFTER

Review notes/transcript ASAP

BEFORE 1/5

Prepare script

- Write down intro, questions, outro
- Questions should be open-ended
 - Describe a typical day
 - What are you trying to accomplish in a typical (timeframe)?
 - How do you do X?
 - How would you do Y?
 - What's your favorite/least favorite part of X
 - etc...
- Memorize script, but don't necessarily stick to it

START 2/5

Put them at Ease

- Remind yourself: “I’m in charge”
- Introduce yourself
- Introduce your project
- Tell them what to expect from interview
- Ask if you can record

MIDDLE 3/5

Listen and observe

- Come with prepared open-ended questions
- focus on the answers and how they are given
- one answer leads to your next question, yet...
- Make sure you cover what you need to cover
- Silence can be okay

END 4/5

Next steps & Thanks

- Who can they recommend you talk to next?
- Next steps for them (e.g. invite them to presentation)
- Don't forget to thank them

AFTER 5/5

Review ASAP!

- Your memory of the interview will fade fast
- Organize your notes ASAP
- Jotting highlights and your own thoughts on post-Its
- Affinity grouping the post-its

BUT WHAT ARE YOU LISTENING FOR?



Listen for

What they say vs. What they *mean*

Say vs. Mean Technique

- Say
- Do
- Feel
- Think

Listen For Purpose

- What is their purpose?
- How are they achieving this purpose?
- How do they wish they could achieve this purpose?

Purpose Technique

- **Wants** what they think they need
- **Needs** what they actually need
- **Dreams** If they could change the system for the better
- **Challenges** areas of challenges and confusion

Fin