
UX Research - Interviews



UX Process





Why do user interviews

- Before you have a design, to inform personas, journey maps, feature ideas, workflow ideas.
- To enrich a contextual inquiry study by supplementing observation with descriptions of tools, processes, bottlenecks, and how users perceive them.
- At the end of a usability test, to collect verbal responses related to observed behaviors.



User interviews - steps

1. Set a goal for the interview
2. Make the user feel comfortable
3. Anticipate different responses, and construct follow up questions based on your research goals.
4. Write dialog-provoking interview questions.
5. Avoid leading, closed, or vague questions.
6. Prepare more questions than you believe you will have time to ask.
7. Practice your go-to follow up questions.

Locations for Interviews



- Comfort
- Convenience
- Tools
- Unbiased




Typical topics

- Background (such as ethnographic data)
- The use of technology in general
- The use of the product
- The user's main objectives and motivations
- The user's pain points

Interviews vs. Usability Tests





Other Differences

Differences Between User Interviews and Usability Tests		
	Interview	Usability Test
A design (early sketch, prototype, or working software) is necessary for the study.	No It's possible to ask questions in the absence of any design.	Yes In a usability test, users interact with the design.
User data is behavioral.	No Users report their beliefs and perceptions in an interview.	Yes Researchers observe what the users do.
(Some) data is self-reported.	Yes	Yes In a user test, researchers base their findings not only on what people do, but also on what people say.
The participant must talk a lot to for the research to be effective.	Yes Interviews rely on the user giving opinions, recalling events, and discussing them.	No A usability tests can be informative even if the user doesn't talk much.
Facilitators/interviewers maintain normal eye contact with the user, as they would in any conversation.	Yes The interviewer often faces the user or sits by her, and looks at her as though they are having a conversation.	No Usability-test facilitators avoid the user's direct line of vision and sit next to and a bit behind the user: ideally users suspend disbelief and act as if they were on their own.



Limitations of Interviews

- Human memory is flawed, so people don't recall events fully or accurately.
- Participants don't know exactly what is relevant for the interviewer, so sometimes leave out details. They usually don't think minor interactions are important enough to bring up.
- Some people are proud or private, others are shy and easy to embarrass. Thus, not everybody will share every detail with a stranger.

References:

<https://www.nngroup.com/articles/user-interviews/>

<https://www.interaction-design.org/literature/topics/user-interviews>

