

Example Guide for a Semistructured Interview

This example interview guide is available from: www.nngroup.com/articles/interview-guide.

1. Before we begin, would you mind telling me a bit about yourself?
 - *Do you live alone or with anyone else?*
 - *What do you do for a living?*
2. Walk me through what a typical meal in your home looks like.
 - *How do you decide what to have?*
 - *Are you typically cooking for yourself or for others?*
 - *You mentioned you [do / don't] like to cook. Why is that?*
 - i. *Tell me more about that.*
 - ii. *Why is that important to you?*
3. For the days that you cook, walk me through how you plan what to cook for your meals.
 - *How do you decide that's what you'll have each day?*
 - *Where do you get your ingredients from?*
 - *Do your plans ever change?*
 - i. *Can you give me an example of a time where they changed?*
 - ii. *Why did you need to change your plans?*
 - iii. *How did you feel about that?*
4. Can you tell me about a time where you cooked something new?
 - *When was this?*
 - *What did you cook?*
 - *Why did you cook that dish?*
 - *Did you follow a recipe?*
 - i. *What happened?*
 - ii. *What did you think about that?*
 - *How did it turn out?*
 - *Has this happened to you before?*
 - iii. *What do you think about that?*
 - iv. *Tell me more about that.*
 - v. *Why is that important to you?*



Nielsen Norman Group

5. If there's one thing you could change that would make it easier to cook meals at home, what would it be?
 - *How would that make it easier for you?*
 - i. *Tell me more about that.*
 - ii. *Why is that important to you?*
6. Do you have anything else you'd like to share about this topic?