



# User Interview

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# Introduction

An interview is a guided conversation to collect qualitative data. Types:

- Structured (formal)
  - Schedule of question, strict order and wording
- Semistructured
  - Guide of questions, key points/topics
- Unstructured (informal conversation)
  - Guide of broad themes

## Design Phases





## Introduction – Who is Involved

Researchers wishing to learn more about the problem domain by questioning individual experts

Three key roles:

- Interviewer
- Minute-taker
- Interviewee

Also: Identifying, Recruiting, Logistics,

## Introduction – When to use

Common reasons:

- Individual perspective and experience is of interest
- Topic is sensitive and requires privacy
- Allows to build trust

### **Unstructured #explore**

- During exploration when no preconception of the area is conceived

### **Semi-structured #advance**

- Researches have some expectations and want to further them

### **Structured #reflect**

- When nonverbal response is of interest

## Introduction – Why & Where to Conduct Interviews

- To help inform personas, journey maps,
  - To help inform the design (e.g. feature ideas, product flow, etc.)
  - It's exploratory
  - Helps us understand user context
  - Allows for follow up questions and root cause analysis.
  - Allows for non-verbal communication observation
- Controlled lab setting, users' natural location, or remotely. Consider:
- Convenience (for user and team)
  - Cultural customs
  - Context (is it important for this topic?)
  - Bias (Will the location bias the participant's answers?)

# Instructions

## Step-by-Step Instructions (semi structured)



1. Establish a research goal
2. Identify and recruit participants
3. Develop an interview guide
  - a. List key topics and main questions
  - b. Revise the guide with feedback from team members
4. Choose an appropriate environment
5. During interview:
  - a. Assign roles (e.g. Interviewer, Minute-taker, Respondent)
  - b. Establish rapport: sit face to face, ensure comfort, build trust and security, show interest in story, do not show judgement.
  - c. Introduce researchers and study, why participant was chosen, interview procedure, address privacy issues, request consent for interview and recordings.
  - d. Set and follow a time limit: promotes conciseness

# Instructions

## Tools

- Interview Guide
- Audio and/or video recording device
- Pen & Paper
- Video Conferencing software
- UserZoom (recruiting and analytics)
- Calendly (scheduling)





# Instructions

## Best practices



### DO

- Ask open questions
- Ask follow up questions
- Search for stories
- Ask about their perception
- Leave room for silence

### DON'T

- Intimidate the interviewee
- Ask leading questions
- Ask for future predictions
- Insert your own opinion (and bias)
- Interrupt participants



# Links

Book: Interviewing Users by Steve Portigal's Book: <https://rosenfeldmedia.com/books/interviewing-users/>

Article: Get better data from user studies: 16 interviewing tips. <https://library.gv.com/get-better-data-from-user-studies-16-interviewing-tips-328d305c3e37>

Video (22 min): Yale University - Fundamentals of Qualitative Research Methods. <https://www.youtube.com/watch?v=6PhcglOGFg8>



# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)