

The role of an interviewer is to understand the perspective and experiences of the person being interviewed. Although we might know more about our products or services than our customers, they know more about what they are trying to do and why.

Interviewing is great for learning what the customers think is true and believe about the world, and also for collecting stories.

Interviewing is NOT good for understanding future behavior. What people say they will do and what they actually do is not strongly correlated.

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## HOW TO “BE” WHEN TALKING

Be Friendly

Be Curious

Don't Judge

Don't teach

Question everything, even what you think you understand

Seek Deep Understanding



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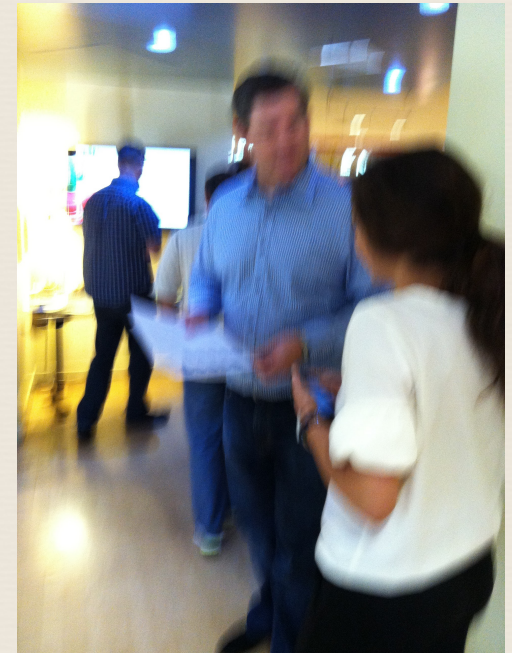
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## INTERVIEW PROMPTS

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Interviewing people is one of the quickest ways to learn what customers think and believe. Use this document to review things that you can say when interviewing people to dig deeper and uncover surprising insights.



# BASIC PROMPTS

These are always useful to start with:

- Tell me a little bit about yourself
- Tell me about [the job or task that you are interested in - what they are trying to do, not the product or service that they use]
- What is your experience with ...?
- What is [product/service]? What is it good for?
- Tell me about the last time you...

Digging deeper - these are useful for getting people to elaborate on an answer:

- Tell me more...
- [Repeat the last phrase they just said, word-for-word and then pause until they start speaking]
- Why?
- You said [some words they said], can you elaborate?

Note-Taking Tip: Write down exactly what the person says, not what you think they mean.

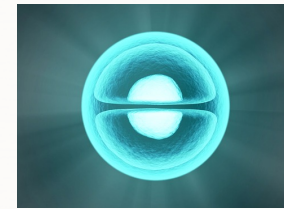
# PUSHING BEYOND THE INITIAL ANSWER

As you get into an interview, it's important to listen carefully and respond in ways that show that you are interested in their answers. An interview should not feel like a survey, it should feel like a conversation. Often, the initial answer someone gives may be an opening to a new direction or insight. Here are a few methods for pushing further.



## ZOOMING:

If you are interested in their perspective on something, zoom in on specific details, and then zoom out to the bigger context in which the thing fits. For example, if you are talking about a meal, you can zoom in to the various ingredients and zoom out to compare with the other meals they ate in the past week.



*Zoom conversations in to smaller components*



*Zoom conversations out to bigger contexts*

## ALTERNATIVES:

As you delve into the solutions the person you are interviewing uses today and has used in the past, shift gears and ask them about the alternatives they explored and what they thought about them - including what they tried or haven't tried and why.



*What have they tried and discarded?*



*What have they chosen not to try?*

## SHOW ME:

One of the most powerful ways to elaborate on a conversation is to actually have people show you what they do and talk about it at the same time. If at all possible, ask the interviewee to show you the things they are talking about. Ideally, you can watch them actually using their current solutions.



*Interviewee shows you what they are talking about*



*Probe further when you see things that surprise you*