

Determine Scope

What do you want to get covered in this interview and what are your goals for the interview? Why are you interviewing this person? What do they have to do with the project and what questions could you ask them to get the information you want? .

Reflect

Right after you finish, write down your reactions to the interview. Try not to replicate the previous field, but document larger observations that may not have been transcribed in the notes. From your initial reactions, what might you recommend doing next? Do you have new questions that need to be answered? Or are you ready to ideate?

Why

Interviews are the easiest way to get into a subject's head and to understand their goals and motivations. Understanding everyone's goals is critical so that you may take them into account as you design. Interviews make it easy to test your assumptions about a subject's goals.

What came before?

Directed Research Plan
Initial Research Plan
Contextual Inquiry
Domain Research

What's next?

Observation
Contextual Inquiry
Domain Research

Research Affinity Group
Representation Models

Ideation

Prototype Analysis

Basic Information

Documenting basic information will be critical when you reference these sheets later.

Document Findings

Ask your subject questions and record their responses. Try not to interview and write, either get a partner to take notes or use a recording device. Try to get them to tell stories, and ask open ended questions that yield more than a one word response. Focus on understanding their goals and motivations.

Interview		Project	
Name:		Stakeholder Type:	
Topics to Explore What do you want to cover during the interview?			
Notes If possible, record the interview and takes notes later, not during the session.			
continue on the back...			
Post Interview Thoughts What are your initial reactions and thoughts following the interview?			
Version Control		Iteration #:	Date:
		Author:	

Tips

Don't ask leading questions.

Start with broad questions first and move to specific ones after.

Avoid a fixed set of questions, come prepared with questions, but see where the interview takes you.

Focus on their goals, not tasks. Ask why often.

The user is not a designer. Use them to discover faults in the interface, but be wary of solutions they recommend.

Encourage storytelling and show and tell.

Only ask one question at a time.

Name:

Stakeholder Type:

Topics to Explore

What do you want to cover during the interview?

Notes

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continue on the back...

Post Interview Thoughts

What are your initial reactions and thoughts following the interview?