

Interviewing users

Brainboost 19-05-2025



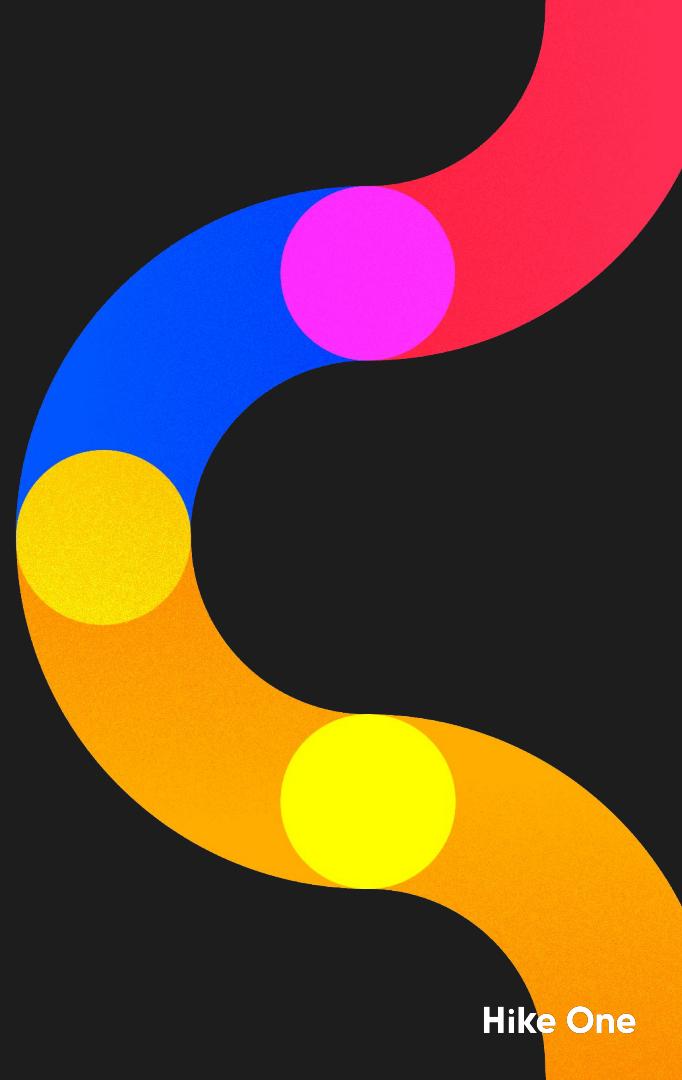
Assignment

Conduct an interview

Understand why Hikers didn't spend their full personal budget in 2024

addGroups of two

10 min



Goal: Understand why Hikers didn't spend their full personal budget in 2024

Intro:

1. Today I want to talk to you about learn and growing as a designer and

Warm-up question:

2. Can you tell me a bit about yourself? - Your role, your hobbies?

Questions:

3. How did you spend your personal budget last year?

What is a training or event you're considering at the moment

How do you decide to what training, program or event is a good match?

Interviewing users



A state of being rather
than a set of fixed rules



Be like the Keuringsdienst van Waarde



Do a braindump



5 minute check in
before the interview



“They are the expert.”

empathy

common ground

eye contact

pleasantness

open-ness

confession

trust

frankness

respect

synchrony

intimacy

Make it feel as normal (even though it isn't)



**Be selective in what
you share**



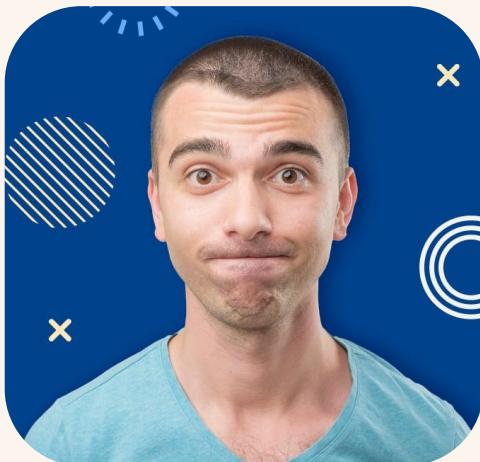
Practice empathy



**Embrace the flow of the
conversation**

Listening is
more than “don’t interrupt”

Listening can take many forms



Embrace the
(awkward) silence

Asking questions



Body language

Interviewing mechanics

Establish objectives and create the interview guide

- Start broad and light, end specific and detailed
- Limit the number of topics that require a context switches (or introduce them properly)
- Again, go with the flow of the interview

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Reading Ahead Interview Guide

Introduction

1. We'd like to talk with you today about reading. We have lots of questions to ask you, and we're interested in hearing your stories and experiences.

Overview

2. Can you tell us a little about yourself—what you do, hobbies, etc.?
3. Can you tell me about a recent book you've read? Your favorite all-time book?
4. Why do you read?
5. What is your current reading like?
[Probe for different types of reading, locations, motivations, etc.]
6. Is your current reading typical for you? How so/how is it different?
7. Do you call yourself a "reader"? What does that mean to you?
[Look for their categories: could be frequency, importance, etc.]

If you were telling a new acquaintance about yourself, would you talk about reading? What else would you say about yourself?

Exploring Specifics (locations, subject matter, motivations, etc.)

8. You mentioned (follow up on specifics from overview). Is this always the same, or does it change? Why do you do it this way?
9. Have there been any special circumstances where you've done it differently? Why? How was that?
10. Has anything about the way you do this changed over time? How? Why?

Environment

11. What makes a good reading environment for you? What are the elements? What makes an environment not good?

The beats of an interview

Crossing the threshold

Kick-off question

The tipping point

The soft close



Restating objectives

Accept the awkwardness

Reflection and projection

Restating objectives

Kick-off question

Accept the awkwardness

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The tipping point

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Reflection and projection

Reading Ahead Interview Guide

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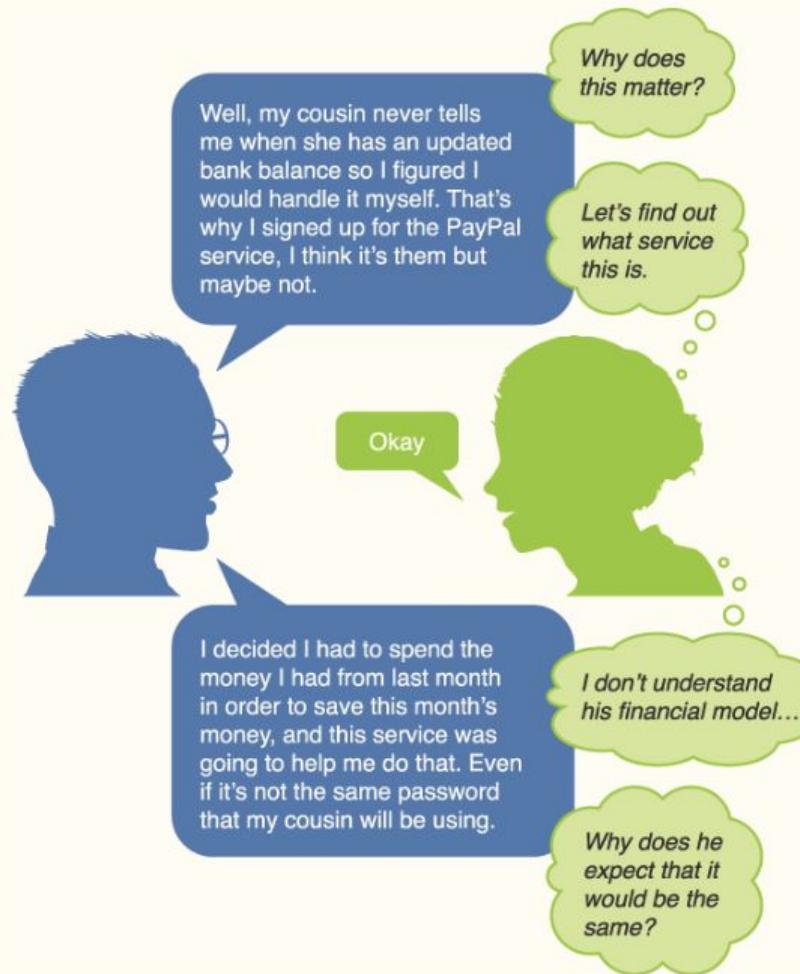
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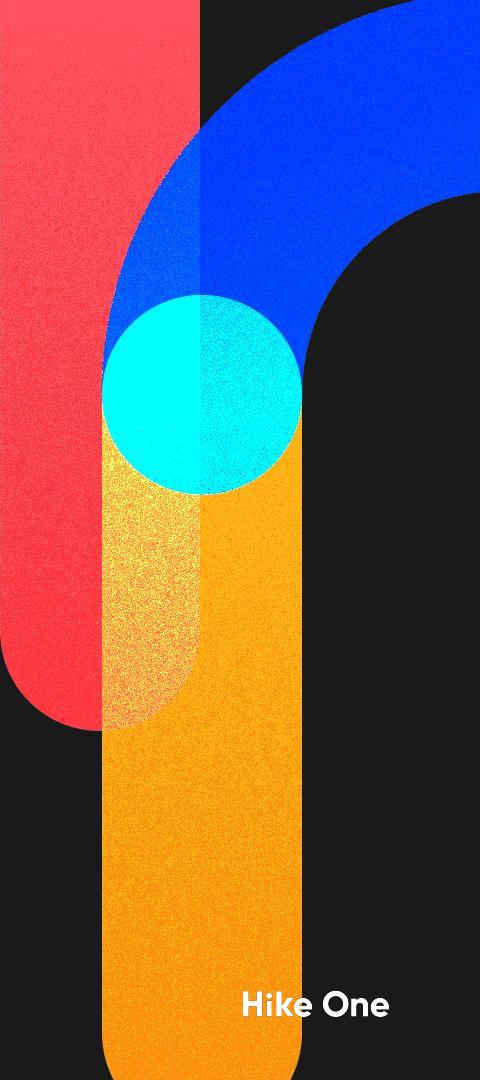
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What if



Hike One

How to deal with somebody who doesn't talk

- Are they holding back because they're uncomfortable?
- Identify the cause
 - Accept the awkwardness (silence)
 - Different or less people in the interview
 - Give more space (silence, encourage, nodd)
 - Simplify or reframe the question
- If all else fails = check in
(“*I'm concerned you're not comfortable*”)

How to deal with somebody who can't stop talking

- Is it really a problem?

Are you still getting information?

How to deal with somebody who can't stop talking

- Is it really a problem?
- Give them space to tell their story – then redirect them back

Q: What kind of food do you prepare for yourself?

A: When I was a child [long story about her mother, etc., etc.]

Q: That's really interesting! So how does that experience as a child impact the decisions you make now?

How to deal with somebody who can't stop talking

- Is it really a problem?
- Give them space to tell their story – then redirect them back
- If all else fails = interrupt

Excuse me! I'm so sorry to interrupt, but I know we have a limited amount of time, and I want to make sure we cover the topics we're here to learn about

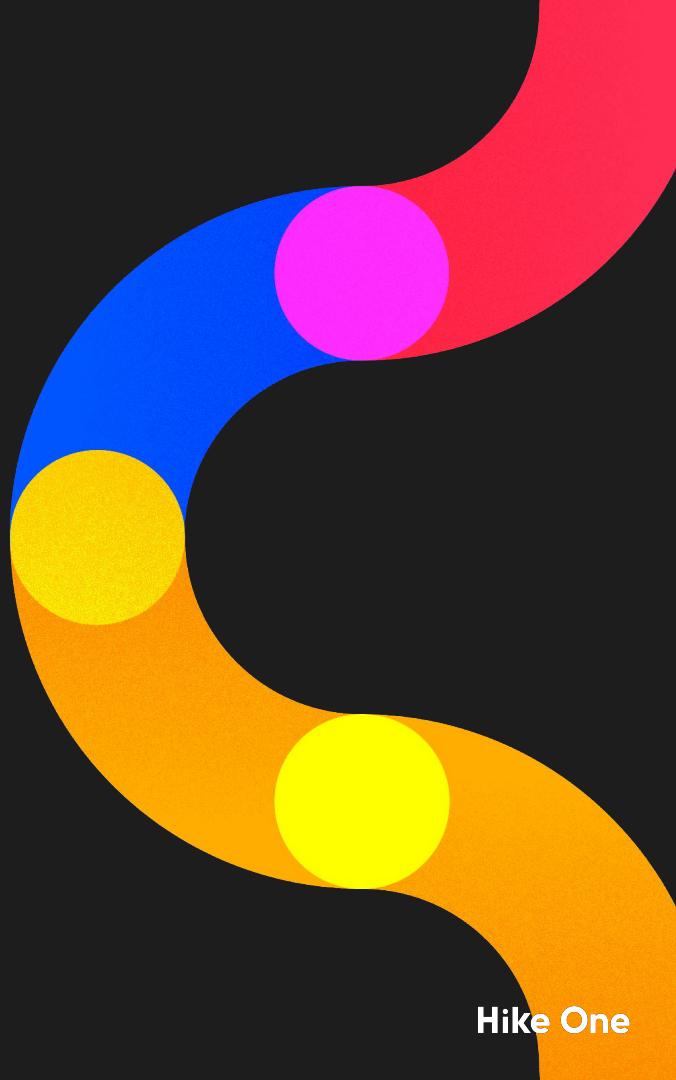
Unclear speakers
(mumbles, speaks softly, accent)

Angry or frustrated

Self conscious
(afraid of making mistakes)

Gives design directions

Overly eager
(give right answer)



Assignment

Conduct an interview (again)

Understand why Hikers didn't spend their full personal budget in 2024

- addGroups of 3 (interviewer, interviewee, observer)
- time 10 min (3x5 Prepare, Interview I, Interview II)
- brain 5 min recap (observer gives feedback)

Checkout:
What did you learn?