

Interview Cheat Sheet

Starting The Interview

- Introduce yourself and the project
- Give the interviewee a rough estimate about the duration of the interview
- Tell the interviewee that there are no right or wrong answers, and that you want to learn from them
- Thank the interviewee for their time

Interview Tips

- Bear an open mind
- Ask open ended questions
 - NO: Do you like...
 - YES: How do you feel about...
- Stick to the past or present
 - NO: Would you ever use...
 - YES: Tell me about the last time...
- Avoid leading questions
 - NO: Do you think...
 - YES: What do you like / dislike about...
- Don't use "usually" in your questions
 - NO: What do you usually do at...
 - YES: Tell me about the last time..., Tell me about the worst/best experience...
- Dig deeper to get to the underlying motivation (5 Whys)
- Try and uncover positive, negative and surprising feelings
- Remember that the interview is about listening so shut up and listen (count until 5 in your head)

Debriefing The Interview

- Always take time to debrief an interview immediately afterwards. You won't be able to remember it otherwise.
- Go over your notes, highlight quotes
- Note your top learnings
- Note any new questions you have