

Interview Roadmap

Interview – what, how and why is the user doing something?

Get Information

- Tell me about the last time you...
- How often do you...?
- Please walk me through the process of...
- What's your least favorite part of...?
- How has... changed over time for you?
- How are you dealing with it now?
- What I hear you are saying is... Is that correct?

Ask In-depth

- Why is.....causing you problems?
- Why do you need to do...?
- What do you mean by "..."??
- Tell me more about...
- Why is that?
- Why did you do/say/think that?
- How did that make you feel?

Broaden

- What else is difficult?
- What else did you consider?

Explore New Ideas

- What would you think about...?
- If you had a magic wand, what would you most like to change about...?
- What would be your dream scenario about...?

Wrap-up Interview

- Is there anything else you would like to add?
- Thank the interviewee
- Record personal details, if not done yet (name, age, city, occupation etc.)
- Ask if you can take a photo for internal use only (the interviewee is more likely to say yes after the interview than before)