Advice for Interviewing

1. Ask Open-Ended Questions

The goal with open-ended questions is to lead to a further discussion. They do not have a simple answer and encourage conversation and discussion. An example is what are your favorite things about your backpack instead of do you like your backpack?

2. Follow-up by using "Tell me about that" or ask why

This encourages the interviewee to explain and tell stories. This information will be VERY valuable for guiding your design.

3. Don't suggest answers in your question

Your questions should allow the interviewee to discuss an answer and not feel like he or she has to disagree or argue a point. You are trying to obtain information not make a statement.

4. Keep the questions short

You don't want the interviewee to be confused by long questions

5. Focus on One question at a time (don't ask more than one)

You want the interview to flow and feel like a conversation, and asking more than one questions at a time could mean a question getting overlooked and it could seem more like an interrogation.

6. Record

Write things down or record the conversation, so you can refer back to it

7. Process of Developing Questions

Brainstorm questions

Get all of the potential questions your team can generate down in written format.Try to build on one another's ideas in order to flesh out meaningful subject areas.

Identify and order questions

Group the questions by the type such as "get to know you" questions or "emotion evoking" questions. After you group the questions, decide the order of the questions to make sure it flows naturally. An interview should seem more like a conversation than an interrogation.
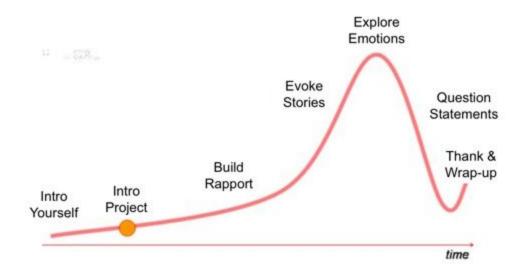
Refine questions

Once you have all the questions grouped by theme and order, you may find that there are some redundant areas of conversation, or questions that seem strangely out of place.Take a few moments to make sure that you leave room in your planning to ask plenty of "why?" questions, plenty of "tell me about the last time you _____?" questions, and plenty of questions that are directed at how the user FEELS.

8. How to Conduct an Interview

ANATOMY OF AN INTERVIEW
This Map provides a skeleton for what an interview might look like, and the Mad Lib provides a way for the interviewer to interact with the interview structure as well as subsequently build on the interview structure.

9. How to End the Interview

Possible closing questions:
Is there anything else would you like to share? Is there anything you would like to ask me?
Who else would you recommend I talk to?
Say Thank you!