

Visual	Audio
<p>Interviewing Users: Introduction</p> <p>[icons of users]</p>	<p>Interviewing users for your product, app, or website may seem easy enough, but there are a few things you'll want to know before you begin asking questions to users. In this mini course we'll explore:</p>
<ol style="list-style-type: none"> 1) Why Interview 2) What is a user interview 3) How to do a user interview 	<ul style="list-style-type: none"> • Why Interviewing is fundamental to design • What the important elements of a user interview are • How to hold an interview and ask the best questions
<p>[icons of users]</p>	<p>When complete with this course you should be able to name the successful stages of interviewing users and the most appropriate questions to ask for your specific interview goals.</p>
<p>Why Interview</p>	<p>First, why interview?</p>
<p>[icons]</p>	<p>A good interview will open new doors to research, and help the interviewer understand the world of the user in a way numbers and reports can't.</p>
<p>Identify Refine Guide</p>	<p>Interviewing can be used to help identify what could be designed, to help refine hypotheses about a possible solution that is being considered, or to guide the redesign of an existing product that is already in the marketplace.</p>
	<p>An important element to interviewing is that teams who share the experience of meeting their users are enlightened, aligned, and more empathetic.</p>
<p>What is a user interview?</p>	<p>What is a user interview?</p>
<p>[Icons share thought bubbles]</p>	<p>A user interview is not an investigation, test, or quiz. You are merely striving to understand the world of the user and this means there isn't a wrong or right answer. Indeed, on designer explained it this way:</p>

Show quote	(p. 65)
Multiple Choice review question	
How do you do a user interview?	How do you do a user interview?
Book covers of all three.	The authors of these works share a host of methods for interviews but for simplicity's sake we'll condense them down to stages of an interview.
Show "Establish Your Goal" as a circle starting out the story arc	<p>The themes in all of these fall into 4 distinct stages:</p> <p>Establish your goal: clearly indicate your objective and how the participant can relax. For example you might say, "Thanks again for taking time to visit with me. Our purpose is to better understand what your experience has been with the app."</p>
Show "Break the Ice" as a circle inciting the the story arc	Break the ice: Begin with a simple open ended question. Help them relax by asking something very informal such as "I saw you had a Spiderman sticker, what do you think about the reboot?" or "how did you decide to download the app?"
Show "Get to the heart" as a set of circles progressing to the climax	Get to the heart: once they have warmed up a little, ask 1-3 questions you've prepared in a conversational manner. Listen, give non-verbal cues of support, and ask follow up questions. Give affirmations like crazy. A simple "Huh, that is interesting!" or a nodding smile are all some people need to continue sharing their experiences. This helps them stay comfortable through the whole process.
Show "Soft close" as a two circles finishing up the story arc	Soft close: Some of the best material can come when you close, but give them a chance to add anything you didn't explicitly ask about. For example: "Well, that is all I have! Before we finish, is there anything else that has come to mind you would like to share?" or "Thanks for doing this little interview. Is there anything I didn't ask you about that you think people should know

	<p>about your experience or the upcoming event?" The whole time you are with them the interview is still going on. Often participants will say additional things that if properly followed up with can lead to more useful and helpful information.</p>
MATCHING ACTIVITY	<p>What questions should you ask? Michael Patton outlined 5 types of questions which are listed here along with examples of that question. Can you match them?</p>
[icons]	<p>User interviews is just one element of a complete research method. Other qualitative methods include observation and document analysis. While interviews are critical to helping you understand your user, it is essential to use other tactics to get a better picture of their experience.</p>

Quiz

Short answer: What are the 4 stages of a user interview?

Matching: Match the correct type of question with the interview goal