

# User Interviews Question Preparation

Modules > Scoping > Understanding the user > User interviews

## Preparation as a team:

1. Use the Interview Guide Template questions below to prepare a set of user questions for each of your App ideas in a Word Doc (See example in User hand out). Integrate any user questions or thoughts from the Understanding the Market exercise. **When done put copy in class folder and tell Mr. Bergquist to print it out for you.**
2. Work together to finalize each App's basic Sequence Map, the steps your App will take to solve the problem. (See example in user hand out). Draw out your final set of steps on the back of your question print out to be used when you interview your user.
3. Discuss how best **Finding users to interview**; is there anyone you know? Go to where the problem occurs and speak to people there, organizations, clubs?

## Over the weekend, each team member needs to (before Wednesday):

- Each team member needs to Interview 2 people about one of your App ideas
- Summarize what you have learnt: a) changes to the problem sequence; b) key outcomes/ needs c) issues with current solutions d) surprising answers
- **Write down your key insights on paper for class next week for sign off.**

## Interview guideline template

- A) Simple questions about their personal background
  - a. What is your name?
  - b. What is your age?
  - c. Where do you live?
  - d. What occupation do you have and where?
  - e. Who lives in your household?
  - f. If possible, take a photo of your user (at the end of the interview)
- B) Check if your problem sequence map is correct
  - a. Show the user your map of your problem, step-by-step
  - b. Are all these steps correct based on their personal experience?
  - c. Are any steps missing or too much?
  - d. Change your problem sequence map based on what the user tells you
- C) Outcomes/ user needs at each step of the process
  - a. What key outcomes do they want to achieve at each step?
  - b. Ask them to phrase the outcome in the following format: "minimise/ increase [unit, e.g. time, money, frequency of sth] [outcome desired/ need]"
- D) Current solutions/ problems faced
  - a. How to they solve the problem today?
  - b. What stops them from achieving their needs today? What specific issues do they face?
  - c. How unhappy are they with current solutions? Why?

## Tips:

- (1) Look out for any remarkable quotes or statements that you think are very typical for the person you are speaking with and/ or that surprise you. Write those down!
- (2) Maybe pair up to interview, one to ask questions the other to record answers.