

# Interviews

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## What Is An Interview?

We all know what an interview is, but how is it defined in the terms of the user experience? A user interview, in particular, is a method of gaining information by asking questions directly relate to your objectives concerning the user's experience with your product/service. It should be conducted by two people, one person to interview and the other to take notes.

## Why Should You Interview?

*"Ask and ye shall receive".* The best way to find out what a user is thinking, is to ask them. Interviews are a great way to understand the user's thought process, as well as their behaviors, motivations and values. It also can be vital in helping garner information from a user that they might not even know they possess. This information, in turn, helps you to modify the product/service to best assist the user in achieving their desired goal.

## How to Conduct the Interview:

There are three equally important components of an interview: preparing for the interview, conducting the interview and the analyzing what you learned from the interview.

- **Prepare for the Interview**
  - Determine and list your objectives.
  - Identify the types of users you want to interview.
  - Create a Discussion Guide/Script : This consists of questions that directly relate to your objectives. Be sure not to include leading questions.
- **Conduct the Interview**
  - It is vital to make the user feel at ease. Start out with small talk and an explanation of why you are conducting the interview. If a user feels at ease, they are more likely to provide candid, honest answers.
  - Try to keep the interview under an hour. Use the script to keep the interview on time and focused.
  - Maintain eye contact with the user and don't get lost in your notes. This is a key part of creating a sense of empathy. This shows the user that you can relate to what they're saying and will encourage them to provide more information.
- **Analyze Your Findings**
  - Based on the information you've gathered, you can create an affinity map or an empathy map to consolidate the outcomes

### HCD PROCESS

- [Immerse Phase](#)

### TEMPLATES

[How to conduct a User Interview with a template](#)

### MORE INFORMATION

- [How to Conduct User Interviews](#)
- [User Interviews – The Beginner's Guide](#)
- [User Interviews: How, When, and Why to Conduct Them](#)
- [Interviewing Users](#)
- [The Art of the User Interview](#)

### RELATED METHODS

- [Contextual Inquiry](#)
- [Customer Journey Maps](#)
- [Usability Testing](#)

## Microlearning

**Interviews: How to do a user interview**

A short description on how to conduct a user interview from by Google Ventures.

**How to ask a question: conducting research for your startup**

Google Search User Experience researcher Tomer Sharon shares interview techniques to help you get better answers in your customer research. Learn more at <http://www.leanresearch.co/>.