Conversation Guide

What is a Conversation Guide?

A conversation guide is a list of discussion topics and prompts to help guide your questions and interactions during user interviews and other user research.

When to use a Conversation Guide?

During user interviews and other user research, especially when you are pursuing unscripted, informal interactions that can develop naturally.

How do I use a Conversation Guide?

Download Conversation Guide (MS Word)

Field	How to Use the Field
Section	If you are dividing your topics into sections, list the section.
Topic	List the topic category for each set of prompts.
Prompts	List conversational prompts, generally as open-ended questions the user can talk about at length if necessary. Example of a prompt: Talk about tasks user tackles upon logging in each morning.
Notes	Use as needed for your own purposes.

HCD PROCESS

- Immerse Phase

TEMPLATES

How to conduct a User Interview with a template

MORE INFORMATION

- Creating an effective discussion guide for your User Research
- How to write a conversation guide
- The Art of the User Interview

RELATED METHODS

- Contextual Inquiry
- Customer Journey Maps
- Diary Studies
- Interviews
- Usability Testing