Conversation Guide

Home About How We Can

HCD What is HCD? HCD Phases Help What's In it For Me? Consulting & Support Education & Outreach G uidance & Best Practices HCD Learning Library Coaching Research & Design Community of Practice Training CMS Design System HCD Maturity Model Measuring Customer Satisfaction Paperwork Reduction Act Books, Articles & Podcasts Enterprise Personas HCD Methods Videos

Case

Studies ESRD Ecosystem HCD Maturity Model HQR Service Design HQR Customer Satisfaction Program Resource System QPP

Customer Satisfaction SOG Robotic Processing Automation Services Blog Our Team

Request Support

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)

Fie Id	How to Use the Field
Se cti on	If you are dividing your topics into sections, list the section.
To pic	List the topic category for each set of prompts.
Pr om pts	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.
No tes	Use as needed for your own purposes.

HCD PROCESS

• Immerse Phase



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