

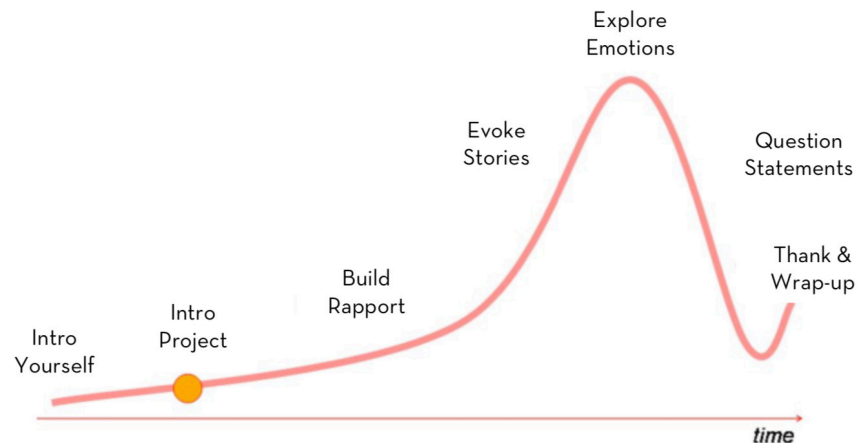
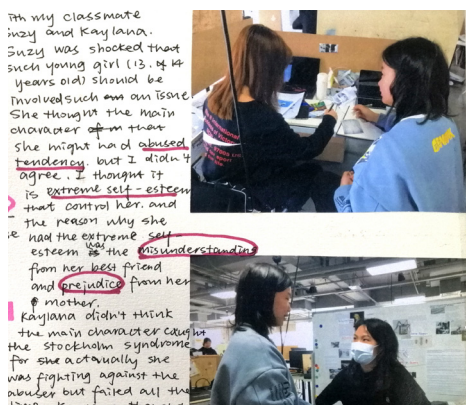
Interviews// You need to **collect** qualitative data from people by asking them meaningful **questions**.

Prepare an interview

1. Decide **who** are the people of your study and **how many** of them you plan to interview.
2. Define your **goals**: What do you want to know from these people?
3. **Plan** your interview: When? Where? Who? How? (tape recorder, notes). Follow **ethical considerations**.

Prepare the questions

1. Brainstorm questions: Write down all of the **potential questions** (at least 20 questions).
2. Identify **themes/subject areas** for your questions (grouping). Once identified, determine the **order**.
3. Once ordered, **refine the questions** by taking out those that are repetitive and reformulating some others.
4. Make sure to have many **WHY** questions.
5. Develop your interview in **three parts**: (1) Intro + warm up questions (2) Development (3) End questions.
6. **Beta test**. Test your questions with someone to see if they make sense individually and altogether.



You want to understand a person's thoughts, emotions, and motivations, so that you can determine how to design for them.

During the interview

1. **Ask why**. Even when you think you know the answer, ask people why they do or say things.
2. **Encourage stories**. Whether true or not, they reveal how they think about the world.
3. Be aware of **body language** and emotions.
4. Don't be afraid of **silence**.
5. Don't ask **binary questions** (yes/no answers)
6. Don't forget to **record the answers** through notes or your phone's app (if allowed by interviewee).