

USER INTERVIEWS

How to become a better researcher



YOUR GOAL

Understand the user and their world-view



BASICS

Be impartial.

Ask open-ended questions.

Ask “Why?” often.



INTERVIEW: DO'S

Interview where interaction happens.

Encourage storytelling.

Focus on goals first, tasks second.

Ask for show and tell.





INTERVIEW: DON'Ts

Fixed set of questions.

Make the user the designer.

Discussions about implementation/technology.

Leading questions.

QUESTIONS TO ASK

“If you could hire a personal assistant to help you with [this], what would you have them do?”

PINPOINT THE BORING, MONOTONOUS BUT NECESSARY



QUESTIONS TO ASK

“What triggers you to want to make a note on the video...why is that?”

DIGGING DEEPER INTO A TASK TO LEARN THE GOAL



QUESTIONS TO ASK

“What part of the process do you enjoy the most? What do you like to work on first?”

UNCOVERING PREFERENCE & PRIORITY



WATCH OUT FOR

“Do you think you would use the practice script tool if it were available?”

LEADING, CLOSED QUESTION



WATCH OUT FOR

“In your eyes, what features would the ideal system have and how would they work?”

MAKING THE USER THE DESIGNER



NEXT LEVEL: SPECIFICS

“What was the last presentation you gave to your team?” (vs. “What presentations do you give your team?”)

SPECIFICS ARE EASIER TO ANSWER & LEAD TO MORE FOLLOW UPS



NEXT LEVEL: CLARIFY

“When you say you ‘Share it with the team,’ you’re referring to the individual playlists you made, right?”

ASSUMPTIONS CAN WRECK YOUR UNDERSTANDING



NEXT LEVEL: LANGUAGE

“Why do you call your coaches’ meeting space the ‘bunker?’”

CODE WORDS & NATIVE LANGUAGE MUST BE UNDERSTOOD



NEXT LEVEL: EMOTION

“Why did you sigh when you mentioned XOS? Can you tell us about that?”

FOLLOW UP ON HUMOR, ANGER, APATHY, ETC.



NEXT LEVEL: PROBE

“Some athletes share a lot of their activity on Twitter. Others don’t share at all. What’s your take?”

AVOID PRESUMING OR BIASING IN THE QUESTION ITSELF



WITH MOCKS

5-second test.

Identify what you'd like feedback on.

What would you expect to find under "Play-by-Play?"

If you wanted to see all shots, where would you click?



The screenshot displays the hudl basketball game interface. The main video window shows a live game between Lincoln East (LE) and Creighton Prep (CP). The score is 67-69. The interface includes a sidebar menu on the left with options like 'Video', 'Trends', 'Game Overview', 'Box Score', 'Play-by-Play', 'Shot Chart', and 'Review List'. At the bottom, a shot chart provides detailed statistics for both teams.

	CREIGHTON PREP 67				69 LINCOLN EAST			
9.1%	10	1	11	3 PT	23	7	16	30.4%
41.7%	28	20	48	2 PT	33	10	23	30.3%
53.6%	13	15	28	FT	29	24	5	82.8%
	16			TO	11			

WITH PROTOTYPES

Shift to asking user to complete a basic task.

Avoid bias or hints in your task description.

Ask user to think aloud as the progress.

Answer questions with questions.

