



# USER INTERVIEWS

EARN THE TRUST OF THE USER TO  
UNCOVER UNDERLYING USER NEEDS

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## > WHEN NEEDED

## > RATIONALE

I want to know what more the user has to say about this

I want to know how the user feels

I need to understand the user's underlying motives

- \* Helps to familiarize yourself with the topic from a user point of view
- \* Allows you to zoom in on the user's experiences, issues and questions
- \* Gives you the opportunity to listen for underlying rationale, motivations, needs and concerns of the user

# USER INTERVIEWS



## > ESSENCE

Earn the trust of the user to jointly explore and articulate user needs

## > POINTERS

- \* List all assumptions you have about the topic of interviewee, so you can park them before your interview
- \* Explain your intent; be honest and transparent
- \* Ask powerful question, these tend to be more open (vs. closed) questions
  - E.g., when interviewing a banker on the Financial Crisis, do not ask “how does the financial crisis impact you” - instead ask: “what possible crises appear in your life?” (the answer may surprise you if he says: “a moral crisis”)
- \* Attend to the ‘whole person’: listen to words, but as importantly, register body language and emotions
- \* Earn trust by taking the user serious, acknowledging emotions, holding back judgment. Do not sympathize - it will bias interview results
- \* Ask several consecutive WHY questions to uncover underlying rationale, beliefs and pain points
- \* Capture the most interesting user needs