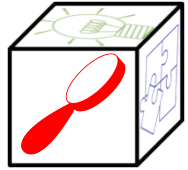


DISCOVER

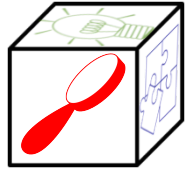
The art of questioning

Laurent Babout

IIS, WEEIA, TUL, PL

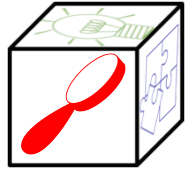


Source: <http://www.designmethodenfinder.de/extreme-user-interview>



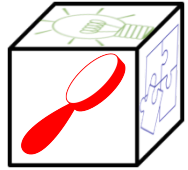
Research focus vs. questioning

- Inspiration during empathy task is driven by a research focus
- Your attitude: you are an *adventurer* not a *merchant*, with a specific quest, who is looking for answer but not comforting/selling your thoughts
- Open-ended questions



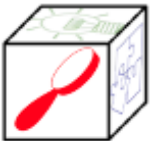
Which type of questions

- Open-ended questions
 - *Tell me about the last time.....*
 - *Tell me about an experience you've had with.....*
- Encourage stories. Even if stories are not true, they reveal how your respondent thinks about the world.
- Avoid YES/NO questions
- Don't suggest answers to questions (even if they pause before answering) / Ask questions neutrally
 - *What do you think about bike renting?* instead of *Don't you think that bike renting would be great in Lodz?*
- Ask **why** a lot



Get ready

- Create a question guide (checklist rather than a script for the conversation)
- Split roles, e.g.:
 - interviewer
 - documentarian
 - photographer
 - observer (i.e. looking for body language / facial expr.)
- Think of the ways to capture findings
 - what you see (e.g. body language),
 - what you hear (e.g. stories, keywords, contradictions),
 - what you believe your interviewee is feeling (emotions, beliefs, confusion)



5. Prepare for empathy task – pack your rucksack!

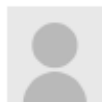
Continue to carefully plan your visits by setting roles/assign responsibilities and agree on things to bring to facilitate this research task.

Team activity / Team on its own / Photocopy card (if # interview >1)

Interviewee/place name:

address, date and time:

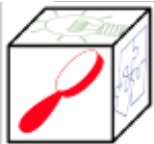
Split roles between team members: define who will do what during interview/visit (normally, no more than 3 team member needed)



Rucksack content:

- ☐ question guide
- ☐ project details
- ☐ notepad and pens
- ☐ post-it notes
- ☐ thank-you gifts (if necessary/applicable)
- ☐ Tools to take pics, shoot movies
- ☐
- ☐
- ☐

IMPORTANT: after each interview, meet and do a transcript of the interview so as to make sure that you will have captured your learning. This is the starting point of the second *DICE* step: **INTERPRET**



4. Prepare for empathy task – questioning scenario

Once users or inspiring places have been selected, thoroughly imagine the meeting by setting your question guide so as to grab information about people's activity, feelings, or the actions you will carry out to gain inspiration in this place.

Team activity / Practiced during DT course – team on its own / Photocopy card (if # interview >1)

Questions: go from specific to broad. Look for open-ended questions, avoid yes/no questions

User details

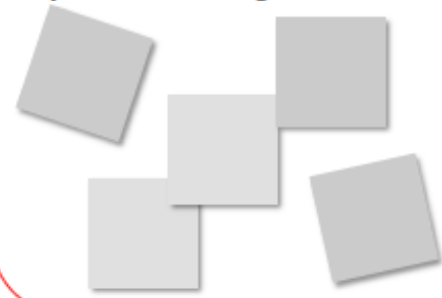
Start specific: begin with questions the participant is comfortable answering



Go broad: target feeling-related questions



Probe deep: "what if..." questions to foster reflection or go deeper in a key subject revealed during conversation



Attitude: during visit to inspiring location, try to plan the things to see and the things to do. Good knowledge of the scene is strongly recommended. Consider about a pre-visit to get familiar with the place before field-trip session. Also, do you plan to meet with users on site? If so, do they qualify to section above or do you consider a less formal/more intuitive meeting, questionnaire? Again questions need planning.

Details about inspiring place

Things to see:

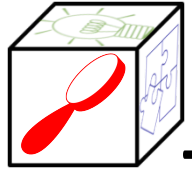


Things to do:



People to meet/interview:

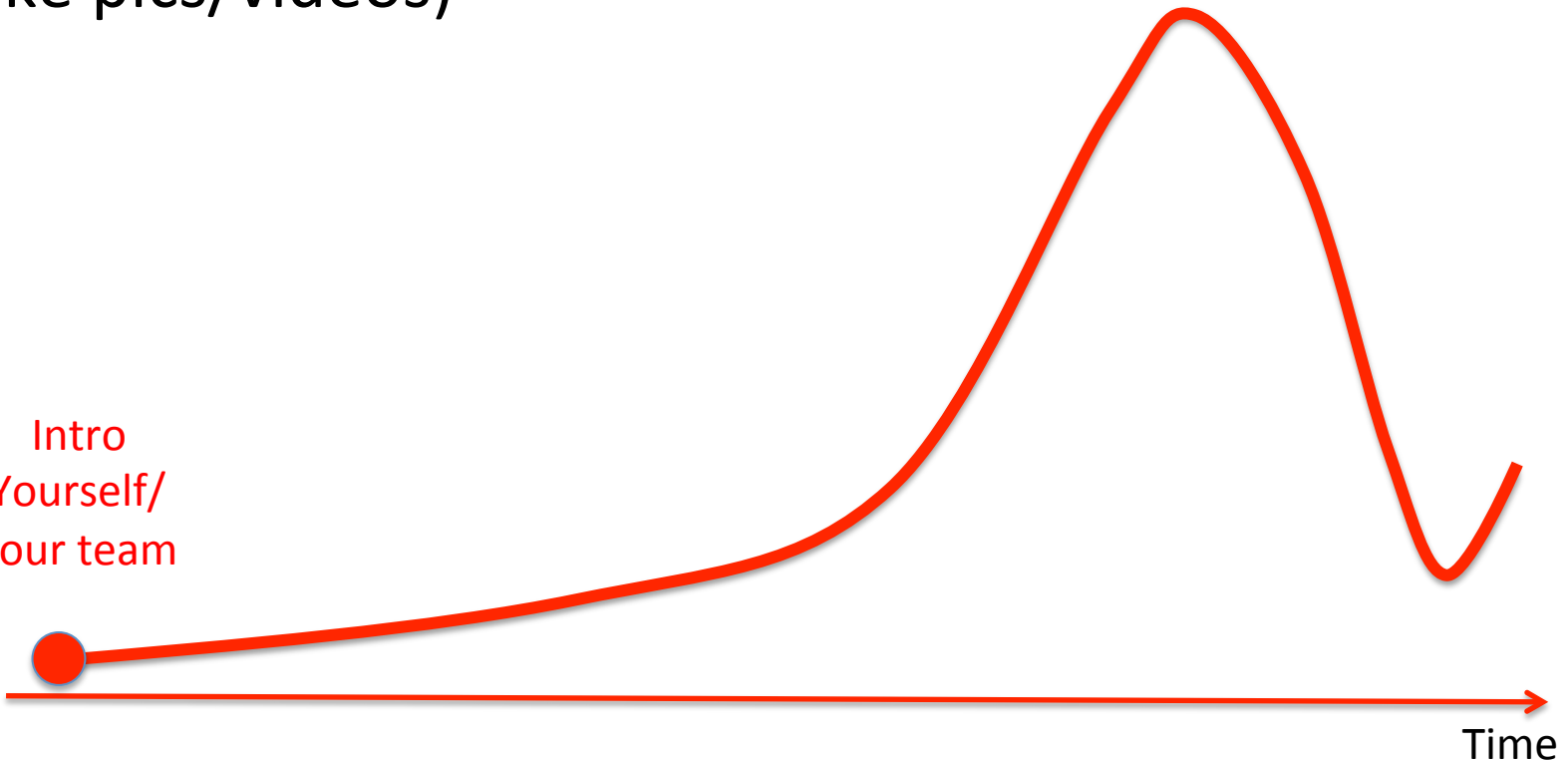


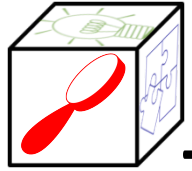


The way to conduct an interview

Present yourself/the team, organizational aspects (interview duration, team roles, permission forms to take pics/videos)

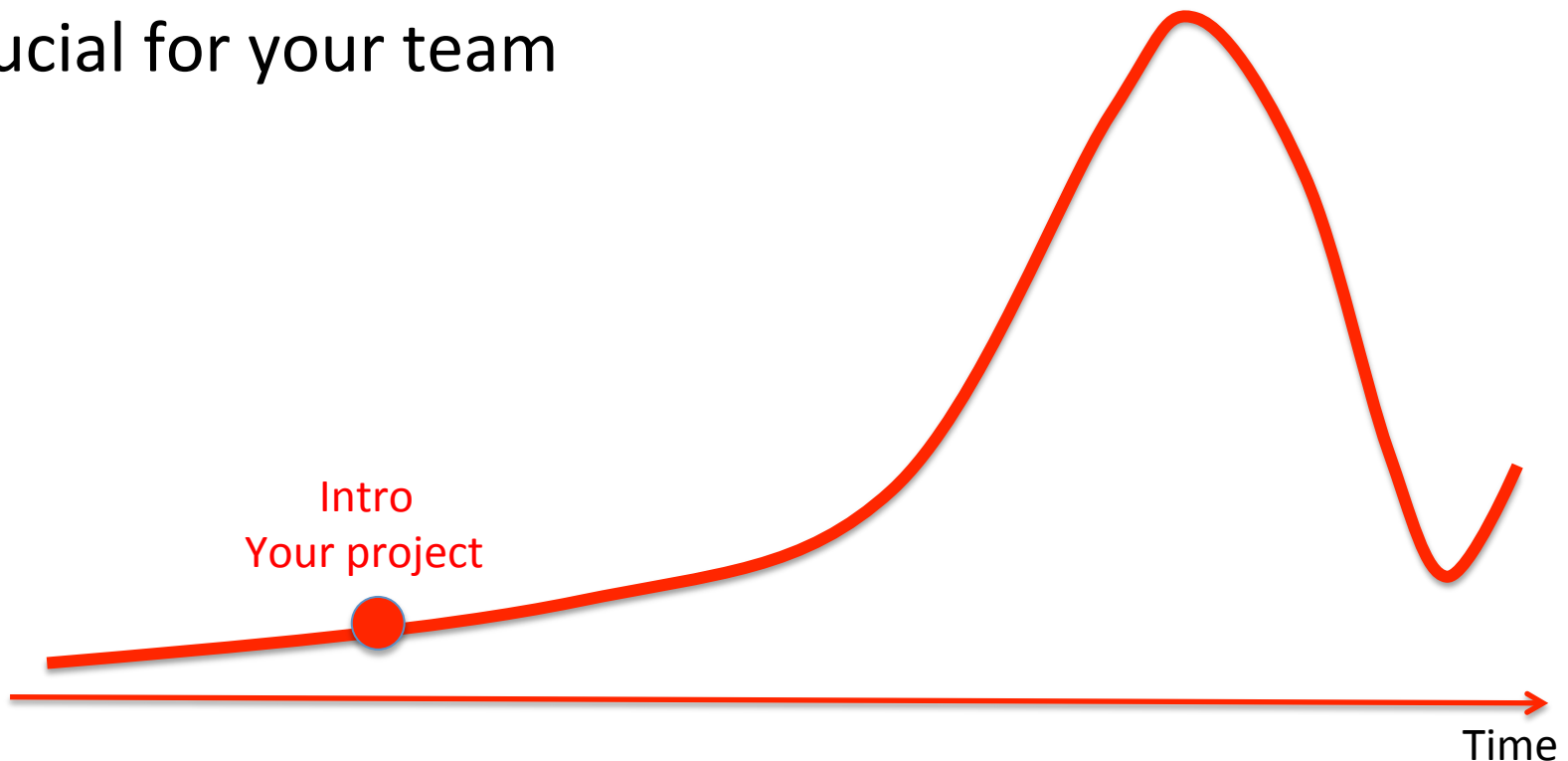
Intro
Yourself/
Your team

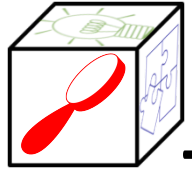




The way to conduct an interview

Present a brief summary of the challenge you are working on. Put the respondent in a good moon, e.g. emphasize the fact that this interview is crucial for your team

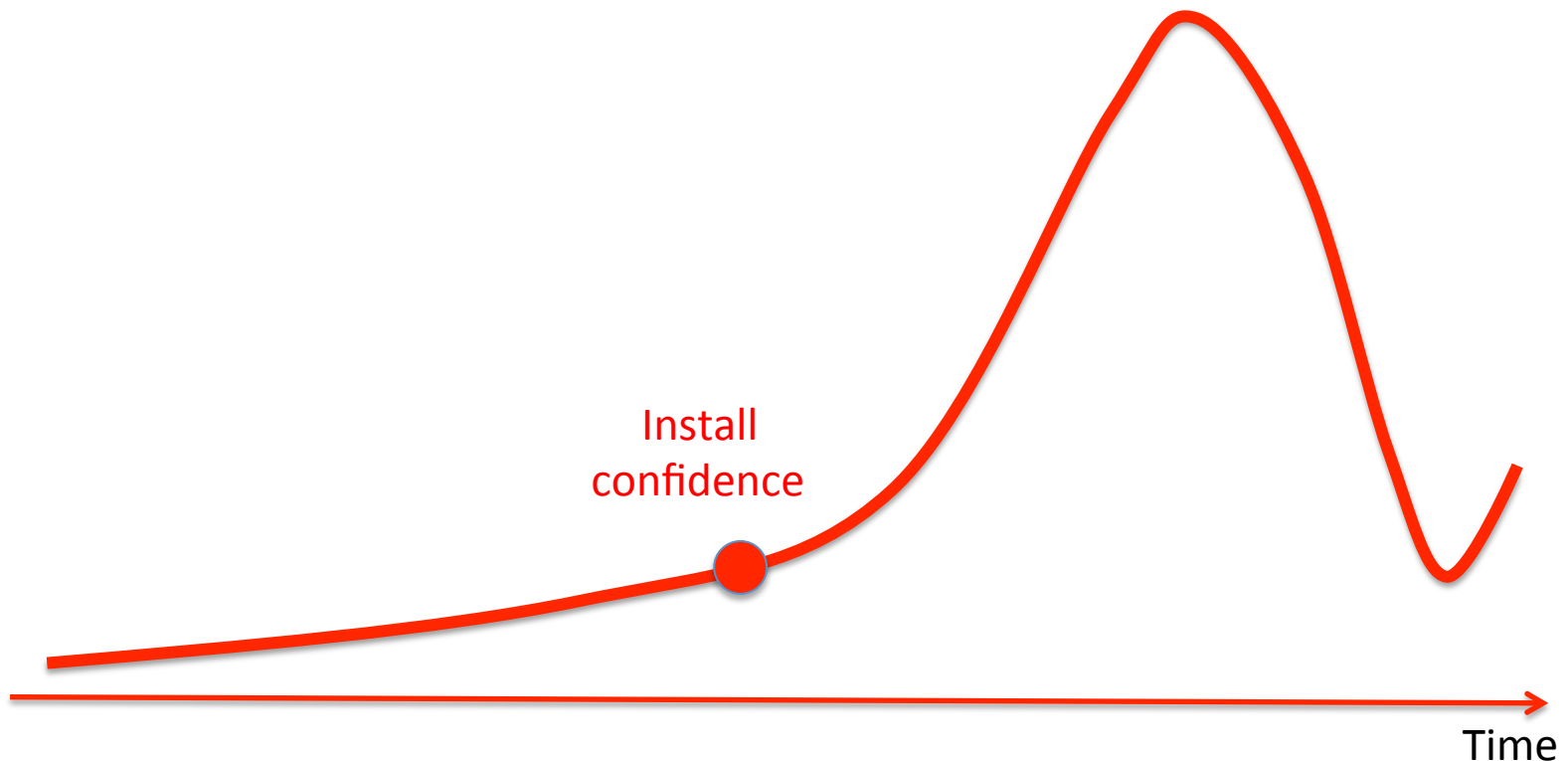


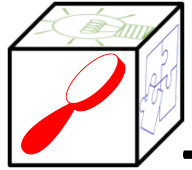


The way to conduct an interview

Start with warm-up/personal fact questions, e.g.:

- *Have you already been interviewed in the past?*
- *When have you started to work as.....?*

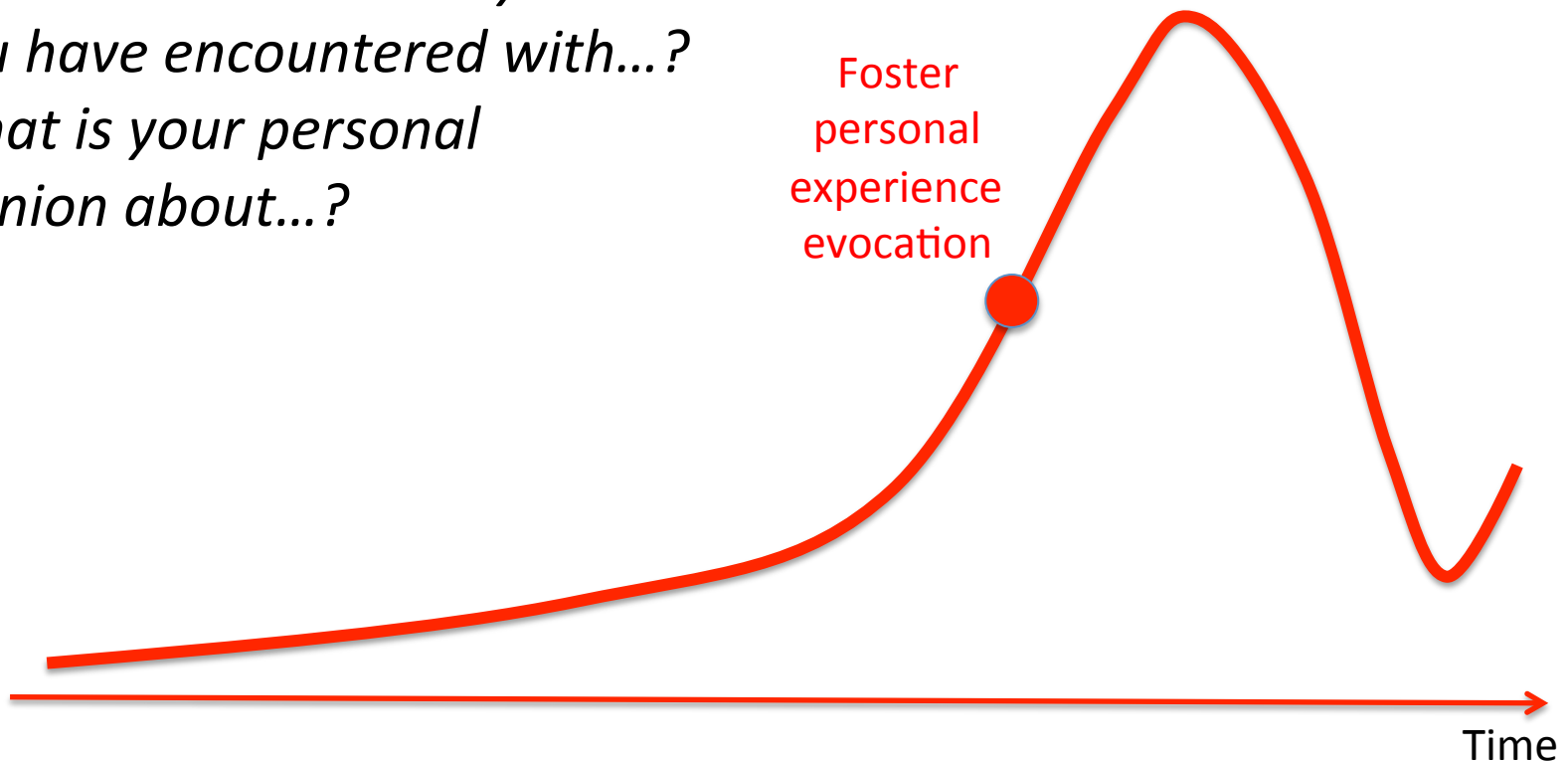


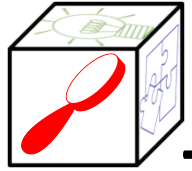


The way to conduct an interview

Organize your focus-based questions. Start specific: begin with questions your respondent should be comfortable answering, e.g.:

- *Please tell us about any situation you have encountered with...?*
- *What is your personal opinion about...?*





The way to conduct an interview

Continue with questions that target feelings and force interviewee to think deeper about new perspectives

Go Broad: target feelings-related questions

What is a typical challenge you have to face when...?

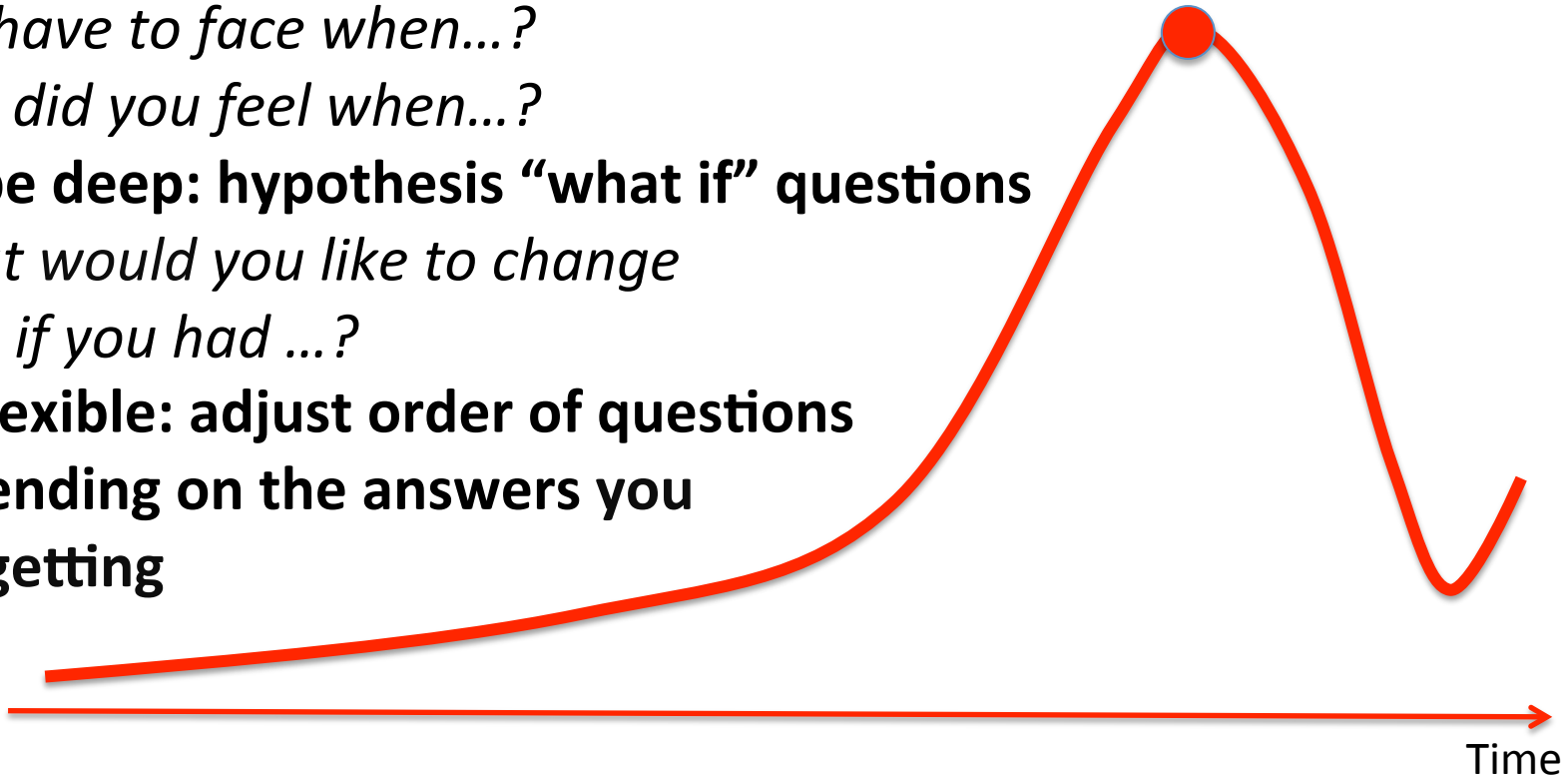
How did you feel when...?

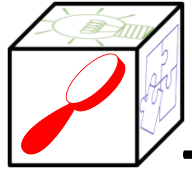
Probe deep: hypothesis “what if” questions

What would you like to change in ... if you had ...?

Be flexible: adjust order of questions depending on the answers you are getting

Explore
emotions/new territories



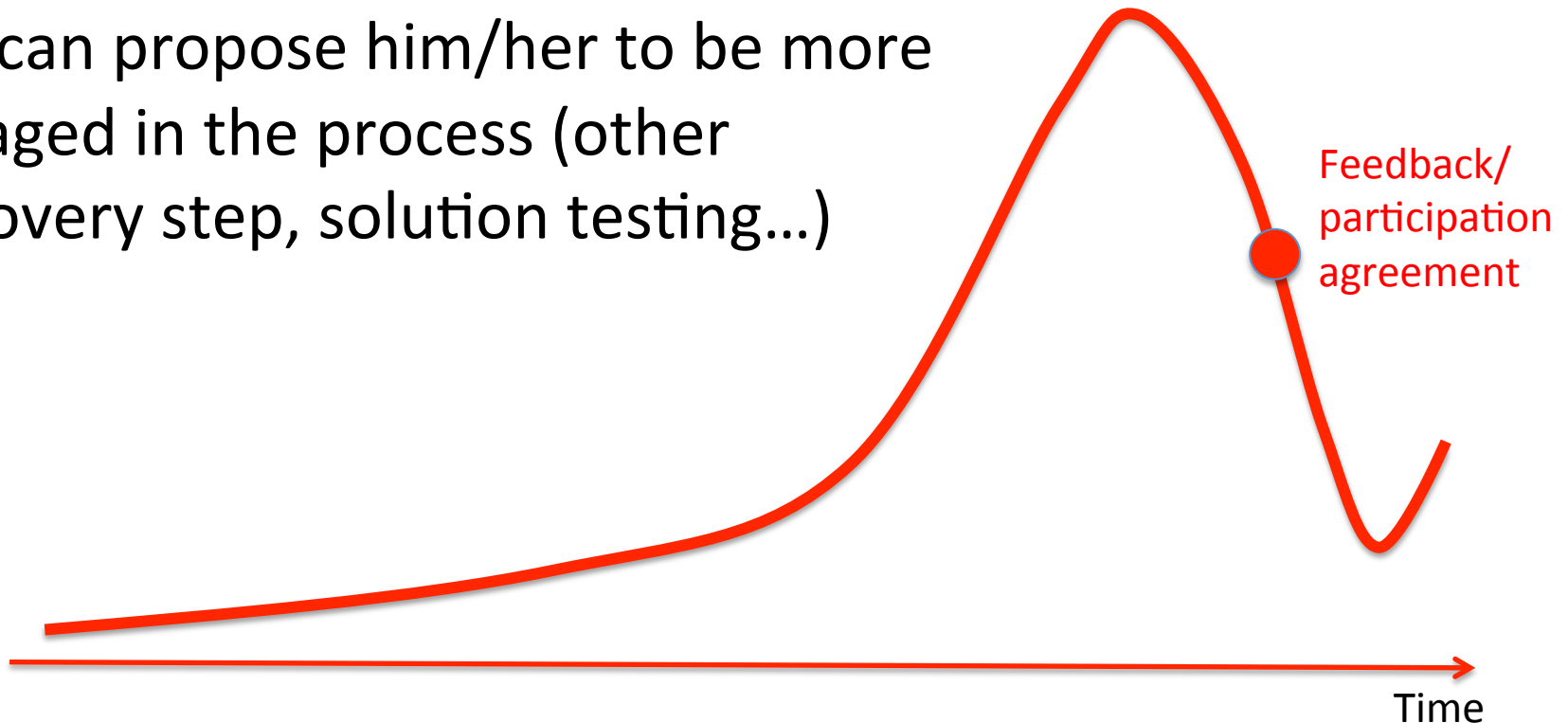


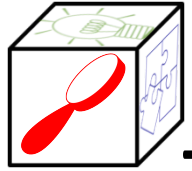
The way to conduct an interview

Ask about feedback regarding the interview session.

Don't forget to ask if the interviewee would like to add something, say something more.

If you feel the interviewee was giving valuable insight, you can propose him/her to be more engaged in the process (other discovery step, solution testing...)





The way to conduct an interview

When the interview is over, remember to thank the respondent / give a gift, ask for contact details if necessary.

