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about your users:  
what they think,  
feel and even need.

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detailed plan of  
what will happen in  
the interview •  
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logistics, etc. To

Transforms questions-we-want-

answers-to into questions-we-will-ask

Share with team to align on issues of concern •

Especially with multiple teams in the field Helps you

...

How to Interview

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Users to Uncover  
Insights

Before the  
interview day, and  
also at the start of  
the actual  
interview, explain  
the reason for the  
interview, and how  
the data from it will  
be used. Make the  
user feel heard by  
taking notes,  
nodding, frequent

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eye contact,  
offering  
acknowledgments  
like “I see,” and  
repeating the words  
the user said. Let  
users finish their  
thoughts.

User Interviews:  
How, When, and  
Why to Conduct  
Them

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central to much  
design research.  
Good interview-  
based projects can  
be hard to pull off.  
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book is packed with  
useful tips,  
illustrative  
examples,  
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and how-to advice  
for planning and  
conducting

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Interviews, as well as analyzing and presenting data gathered.

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Samantha McLaren.

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Say you've

narrowed your  
search down to the  
top two candidates

for a role. You  
eventually pick the  
one with slightly  
more

experience—without  
ever realizing that  
the other is an  
incredible strategist  
who made a huge  
impact ...

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in a time where lean and agile practices sometimes put pressure on us to hack through user insight part of user experience design, the book reminds us that interviewing is a craft, and that the quality and care you put into it will make for better design outcomes.

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...  
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Insights  
In the days before  
your job interview,  
set aside time to do  
the following: 1.

Start by  
researching the  
company and your  
interviewers.

Understanding key  
information about  
the company you ' re

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can help you go into  
your interview with  
confidence.

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a Great Impression

...

Try to avoid  
questions that start  
with “ Would you... ” ,  
“ Did you... ” , “ Is  
it... ” . In turn, ask

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open-ended  
questions that start  
with who, what  
when, where, why  
and how. You ' ll  
elicit more  
information and  
better stories by  
encouraging your  
participants to  
elaborate and  
explain in greater  
detail.

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