
Interviewing Users How To Uncover Compelling Insights Kindle Edition Steve Portigal

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The user does not have to really like you, think you're funny, or want to invite you out for a cup of coffee in order to trust you enough to be interviewed. Prepare questions before the interview. While you will likely think of questions while sitting with the user, do bring to the interview a list of questions you aim to have answered.

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users, and that starts
with approaching user
interviews with an
open heart, and an
open mind. Treat your
interviews as guided
conversations. At the
end of the day, be nice,
be grateful, and thank
your participants for

taking the time to help
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understanding.

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The user does not have

to really like you, think you're funny, or want to invite you out for a cup of coffee in order to trust you enough to be interviewed.

Prepare questions before the interview.

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User interviews can be a great way to extract information from users for user experience understanding, usability understanding and ideation. They are cheap and easy to conduct and can be readily conducted by anyone who can ask questions and record the answers. Before we look at how to conduct user ...

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