

1. Introduce yourself.
2. Introduce your project.
3. Shift your focus to the interviewee (ask name, where they come from).
4. Build rapport.
5. Ask about specific instances or occurrences ("Tell me about the last time..")
6. Keep questions to fewer than ten words.
7. Ask one question at a time.
8. Encourage stories.
9. Look for inconsistencies and contradictions; what people say and what they do can be very different.
10. Observe non-verbal cues, such as use of hands, facial expressions.
11. Don't suggest answers to your questions.
12. Ask neutral questions like "What do you think about...?"
13. Explore emotions like "Why do you feel...?"
"What do you feel about...?"
14. Question statements.
15. If you get stuck, ask "why?" Constantly asking why digs deeper into emotion and motivation. These help you understand user behavior and identify needs.
"Why?"
"Why did you do/say/think that?"
"Really? And why was that?"
"Can you say more about that?"
"Tell me more."
"And what were you feeling then?"
16. Thank them and wrap things up.



Example Empathy Interview

1. Tell me about your job?
2. Walk me through a typical week in your life.
3. How often are you on the internet?
4. What computers or devices do you use?
5. When do you use each of them?
6. Do you share any of them and with whom?
7. What do you typically do on the internet?
8. What do you typically do on your days off?
9. How do you decide what to do?
10. Tell me about how your children use the internet.
11. How do you decide what to do on your days off with your kids?
12. What do you read on the internet besides the news?
13. How frequently do you visit museums in your town? Which ones?
14. What prompts you to go?



Sample Interview Questions

Museum Website