

Discovery/Research

Simple Interview Template



BEFORE YOU START

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It's good to start with a short warm up of conversation. Be nice and don't forget to smile.

There are few Don't Do's that you should consider following:

- Don't ask leading questions.
- Don't ask for feedback.
- Don't state your opinion.
- When asking questions, focus on what people do today or did in the past to get realistic and 'Real' data you can work with.

FIRST STEP

What we want to learn?

First and most importantly define what are the key issues you want to learn. These will be a compass for you, helping you stay focused on what you want to learn.

Context (Optional)

Before asking questions, in order to be most effective and generate optimal responses it is good to put the user in context. You can explicitly tell him what you're going to talk about, but don't give answer examples.

SECOND STEP

Questions

Start asking your questions, in case the user didn't understand your question, just repeat it again and wait 2-5 seconds, as in many cases people need a few seconds to digest the question and giving the user a second chance usually proves helpful. If you've got a short answer, just ask user to elaborate or ask the magic question: "Why?".

You have to plan follow-up questions and their variations in advance.

IMPORTANT: From a best practice perspective, it is recommend to avoid rephrasing questions as in many cases this type of behaviour leads to situations where we start explaining in more detail, and as a result blend into our explanations unintentionally guiding words and examples that may result in questions that are leading and have a negative impact on the accuracy of the answers.

THIRD STEP

Answers - If you didn't document it, it didn't happen!

It's recommended to record the conversations and write important notes only. If this isn't possible, write as much information as you can.

KeyWords

When user says a word that is new to you, write it down to ask follow-up question later.

For example: What does "X" means?

EXAMPLES

#1

What we want to learn?

How does our User's Computer Environment look like?

Context

We would like to know what your computer environment looks like.

Questions

We would like to know what your environment looks like.

1. What type of computer are you using?
 1. *[If laptop]* What screen size?
 2. *[If desktop]* How many monitors? What size are they?
2. How many Security related applications are installed on your machine?
[Follow-up question] What other tools do you use?
[If relevant] Why do you use these tools?
3. How many application do you have opened on average?

Answer

Key Words

#2

What we want to learn?

How do they create scanning configurations

Questions

1. Last time you run a scan, did you create a new one or ran an existing one?
[After initial answer] Why?
2. Last time you've created a new scan, what settings did you use?
3. Can you take me to the step by step procedure of how you create a scan?

Answers

KeyWords

#3

What we want to learn?

How our users use reports in "Product X"?

Context

I have few questions about "Report Feature".

Questions

1. How do you communicate the problems/bugs you find with the help of "Product X"?
 1. *[if user says he communicate to devTeam]* Do you also communicate to QA? When was the last time? why?
2. Given a constrain that you can communicate only ONE thing to devTeam, what would it be?
 1. *[if user didn't understand question]* Repeat same question and wait 2-5 seconds
 2. *[if user didn't understand question]* What is the most important part of the report?
3. How others in your team communicate these problems?
[if not same way] Can you tell why they communicate differently than you?

Answers

KeyWords

#4

What we want to learn?

How often our users use help, tips and tutorials?

Questions

1. Please try to recall, in last 2 months, did you use *“Product X”* Help?
[If Yes] How often? What for?
2. Where else do find help for our product?

Answer

KeyWords

Need Research Assistance?

Contact Us

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