



Context:

The interview guide keeps us focused on our research questions during the interview. It's crucial to write questions that aren't biased.

How to translate your research plan into an interview guide:

- 1. Review your research plan thoroughly
- 2. Extract your main research questions
- 3. Rephrase those questions in conversational language without any company jargon

Do's and don'ts for your interview guide:

- Do ask lots of "why" and open-ended questions
- Do give users space to really express themselves
- Do leave plenty of time for follow up questions
- Do bring the interview guide with you, and highlight your most important questions
- Don't ask "yes/no" questions
- Don't use the interview guide as a strict script – use it as a general blueprint instead

After you write your interview guide, use this checklist to make sure it's strong:

Don't validate, evaluate:

- Focus on understanding users' needs and struggles.
- Don't try to prove your hypothesis.

Be intentional:

- Each question should have a clear purpose.
- Every question should be aligned with your research goals.

1Write your research questions here:

1. Question

2. Question

3. Question

2Intro:

(estimate: 3-5 min)

• Hi there! Thanks for taking the time to speak with us today. My name is Add text and this is my teammate, Add text. We're from the Add text team.

• Before we jump in, would it be okay if I **record** this call? (It will only be used by our internal team.)

• To give you some background: we wanted to chat with you today to hear about your experience with Add text. Our goal it to understand how we can improve.

• During our conversation, please try to share your thoughts out loud. That will help us better understand any issues that you may experience. And please feel free to share whatever comes to your mind, there is no right or wrong here; Positive, negative, thoughts, questions – everything is helpful to us.

• Because this call is recorded, **please make sure you are not sharing any personal or otherwise sensitive data with us.**

• How does this all sound to you? Great! Let's get started. I'll let you introduce yourself...

3The user's background / use case

(estimate: 5-8 min)

• Before we jump into Add text, could you share a bit about Add text :

• Yourself

• Your company

• Your role? (Ask each one of these separately)

• Add more background questions here

4First topic

(estimate: 10-15 min)

Question

Question

Question

5Second topic

(estimate: 5-8 min)

Question

Question

Question

6Third topic

(estimate: 5-8 min)

Question

Question

Question

7Finish the conversation

• Thank you so much for your valuable feedback – it was really helpful.

• Before we wrap up, do you have any other thoughts on Add text?

• Big thanks again. Is it okay if I email you in case I forgot to ask something?