Recruiting → Interviewing

Recruiting

Building an audience profile:
- demographic
- physical + employment
- web experience
- technological experience

TARGET AUDIENCE
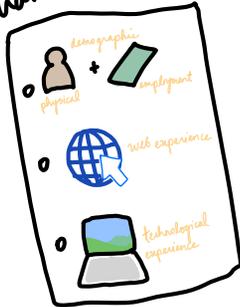
recruiting

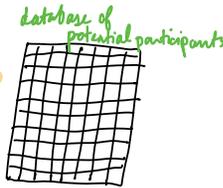**2-3 weeks** to determine ⊙ & convince them to join research

Building your database:
1. friends, family
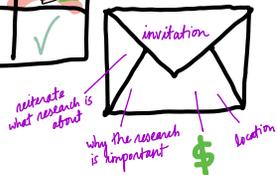2. online communities
3. ads (physical, online, etc.)

Send questionnaires
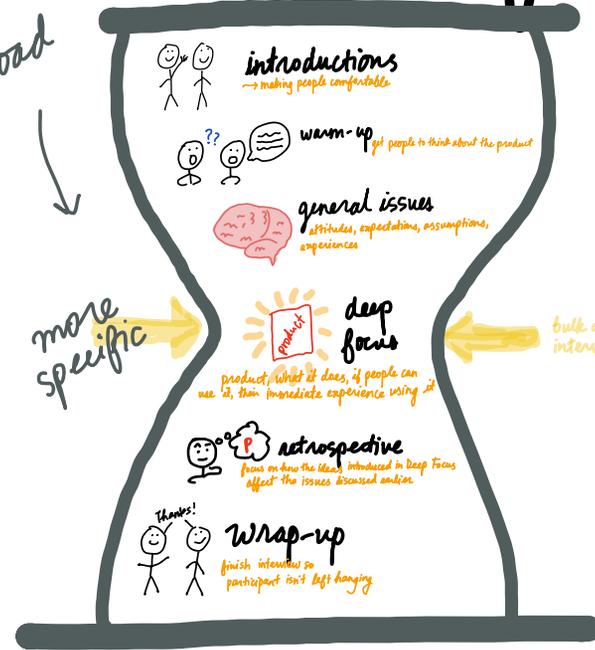- [x] _____
- [x] _____
- [x] _____
- [x] _____

put in DB → database of potential participants

2-3 wks before research

Screener
specificity
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

10-15 Q's ... in 5-10min...

✗ no leading questions!
✓ clearly state format of research

scheduling:
MONTH ✓ ✓ ✓

invitation
- reiterate what research is about
- why the research is important
- $
- location

Interviewing

broad → more specific

(hourglass)
- **introductions** → making people comfortable
- **warm-up** get people to think about the product
- **general issues** attitudes, expectations, assumptions, experiences
- **deep focus** product: what it does, if people can use it, their immediate experience using it — bulk of the interview
- **retrospective** focus on how the ideas introduced in deep focus affect the issues discussed earlier
- **wrap-up** finish interview so participant isn't left hanging

non-directed interviewing:
- ✗ right answer
- ✓ Bye!! EVERYTHING YOU KNOW. YOUR BIASES.
- ~~& or~~ ✓ focus on ONE topic at a time
- ~~yes no~~ ✓ open-ended questions
- ABC... / Oh, so ABC? → **Restate answers** (participant / interviewer)
- idea → use artifacts to keep the user focused & trigger ideas
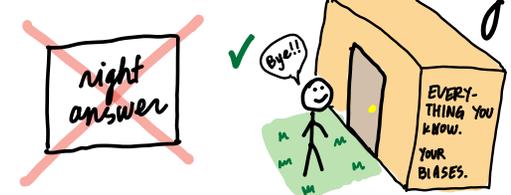
Monique Ouk