

X Wrong people

✓ Target User



RECRUITING

STEPS

- Step 1 Determine target audience
- Step 2 Find representative members
- Step 3 Convince them to participate

Use



Demographic Info



Web Use Info



Technology Use Info



Don't overdetermine, break into groups



Finding Find some people → Find right people

USE



Commercial Database

OR

Personal DB

Create special email address

Start with friends and family

Date entry software

Expand beyond job

UNIVERSAL TOOLS

RECRUITING AND INTERVIEWING

Pre-screening

Use these info to filter users



CREATE



Primary List

AND Secondary List

Screeners

Purpose → Finding people who will provide best feedback...

Phone Screeners

Section 1	Section 2	Section 3
Recruiter Intro	Participant Intro	Questions and Selection Criteria

Email Screeners

- Provide explicit description
- Ask simple questions

Scheduling

- Define scheduling window
- Send invitation
- Follow up the day before



provide incentive cash or alternatives



Pitfalls



Wrong people

Reschedule or continue to get a different perspective.



No show

Schedule extra people



Bias

Check the most common source of users.



Anonymity

Hide company name.



Teenagers

Take parental permissions.



Building and space

Be prepared to greet participants.

Professional Recruiter



Find them on...

Market research services

ama.org mrandt.org esomar.nl

- Provide complete audience description
- Info on whom to exclude
- Enough time



Independent recruiter for small project



INTERVIEWING

- Observe
- Ask the right questions



Interview structure

General questions



Specific questions



Step back to bigger perspective



Wrap up



Do's and Don'ts

- Do dry run
- Don't ask leading question
- Stay neutral
- Elicit natural response
- Compose nondirected questions
- Focus on experience (immediate)
- Ask non-judgemental questions
- Ask open-ended questions
- Don't ask binary questions (Avoid as much as you can)
- Good luck!