

# Recruiting and Interviewing (are Critical)

## 1. Pick Your Audience



- Age
- Gender
- education
- Income
- + Web Use
- + Behavior



Demographics

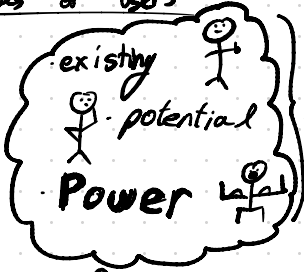


people too familiar w/ web design

The Script that Filters

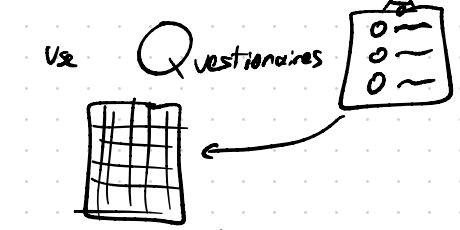


Types of users



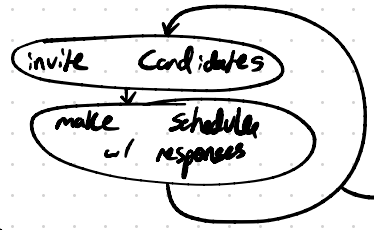
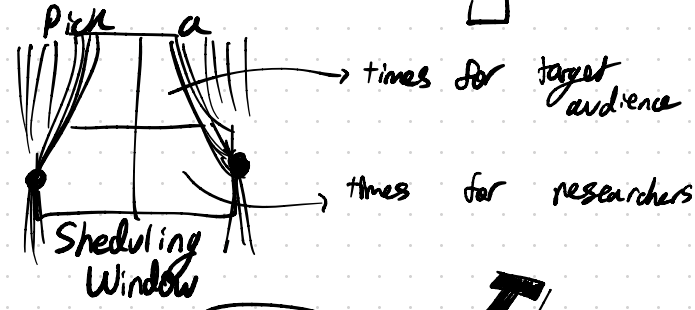
Can screen for any target audience

Best to choose

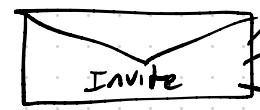


OK to start with friends & family

## 2. Scheduling



Thank you notes always **CONFIRM**



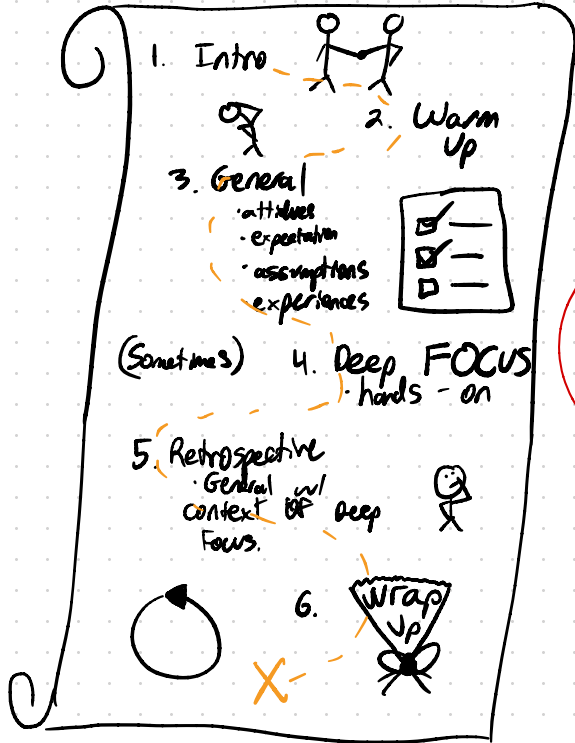
- What?
- Why?
- How?
- where?
- When?

Considerations



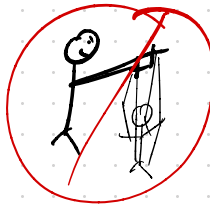
Bias  
Anonymity  
Preparation

# 3. Interviewing



Stay  
Neutral

✓  
Nondirected



⇓  
No leading questions

Do's

- Immediate Experience >>
- Nonjudgmental >>
- Open-Ended >>

Don'ts

Extrapolation



○ yes  
○ No

## Strategies

- Define terms



- Reserve Opinions



- Restate Answers



- Follow up w/ examples if needed after Q is asked.

? ? ? → Ex. A.B.C.

- Simple Questions [ ]

- Listen