

UNIVERSAL TOOLS

recruiting + interviewing

RECRUITING : process of finding, inviting, & scheduling the right ppl for research

- 1 determine target audience 
- 2 finding representative members of audience 
- 3 convincing them to participate in research 



Recruiting Email :
explain process &
include questionnaire

AUDIENCE PROFILE



1. demographic profile:

physical & employment characteristics

2. Web use profile:

someone's web experience

3. technological profile:

experience w/ computer technology in general

RECRUITING TECHNIQUES

- community mailing lists + online bulletin boards
- users → new employees
- past research participants
- neighbors → ads
- traditional methods



INCENTIVE

1 convince someone they should share time + experience

2 communicate their value to your company

\$F \$0.75/min → general consumer

61/min → one-on-one, professionals

PITFALLS



- the wrong ppl
- no-shows
- anonymity
- building & space preparation

WHAT RECRUITERS NEED

- complete audience description
- list of whom to exclude
- list of where to get qualified candidates
- how to handle marginal candidates
- describe research & explain terminology

PRESCREEN :

aim to get ppl that represent breadth

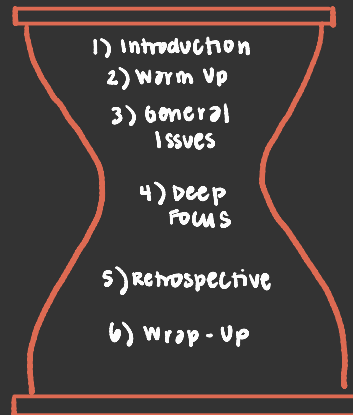
SCREENER RULES:

- 1 stick to 20 qs
- 2 Make it short
- 3 Be clear & specific
- 4 Never use jargon
- 5 Ask for exact dates, quantities, a times
- 6 Every question should have purpose
- 7 Order questions from general to specific
- 8 No leading questions
- 9 Clearly state format of research
- 10 Build inflexibility

INTERVIEWING

usability interview : more formal, standardized, and as nondirected interview, tries to remove perspective of interviewer from the interview

STRUCTURE



LEADING QUESTIONS

Nondirected interviewing : process of conducting interviews that do not lead or bias the answers

see product as if it's not yours at all



Every question should focus on

~ EXPERIENCE ~

not EXTRAPOLATION

immediate experience

- nonjudgmental
- focused on single topic
- open-ended
- avoid binary



BEHAVIORS TO WATCH OUT FOR

- 1 People won't always say what they believe
- 2 People will sometimes answer dif question from one you asked

↑
QUALITY OF RESPONSE

- Define Terms
- Don't force opinions
- Restate answers
- Follow up w/ ex's, but wait for undirected answer first
- Use artifacts to keep ppl focused on present
- Be aware of own expectations
- Never say participant is wrong
- listen carefully to q's asked of you
- keep questions simple
- always review to p's

RULES WHEN TO BREAK RULES

improvise & humanize interviews to ↑ comfort & honesty!



VIDEOTAPE

: reveals crucial moments that can't be captured on audio