

At the end of the day... people are what matter

even if you do everything right

what are the teenagers interested in?

on the horizon

Professional Recruiters

Interviewing: deep focus neutral → what's compelling

NONJUDGEMENTAL QUESTIONS

Sometimes we gotta

BREAK THE RULES!

Recruiting

3 week timeline → find participants

↑ more sure audience does your product justice

demographics

insights who, how old, what profession?

START WITH A SAFE SPACE ⇒ friends & family

but how do we find what's next: ads?

prescreening → screener → target audience

how to incentivize

but everything has tradeoff ☹️

↳ what if they didn't show up?

↳ what if they're bigoted? → know your audience

MAYBE WE NEED PROFESSIONAL HELP?

still grab their demographics

leading questions Suck!

Videotaping for documentation

Every piece of info is valuable.

↳ who didn't show up? write that damn

NOSHOWS → track that your product could be

PERFECT

but if you don't listen to your interviews

↳ it won't work

sometimes... it's hard to target people

your neighbors didn't too, far away!

sample phone screen

TRY A COMMUNITY MAILING LIST

TRY A NEW OUTLOOK