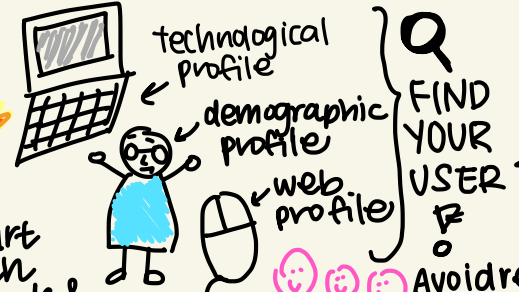


RECRUITING STEPS



THINK about the users & the IMPACT!



INTERVIEWING

- STRUCTURE
- 1 Introduction
 - 2 warm-up
 - 3 general issues
 - 4 deep focus
 - 5 retrospective
 - 6 wrap-up
- Avoid repeat Recruits!

RECRUITING & INTERVIEWING

SCREEN!

the screener

PHONE EMAIL

NO HTML

once chosen...

- FILTER
- keep it OPEN
- PITFALLS
- The wrong people
 - NO-shows
 - Bias
 - anonymity
 - Teens
- prepare a space!

SCHEDULE

INCENTIVIZE

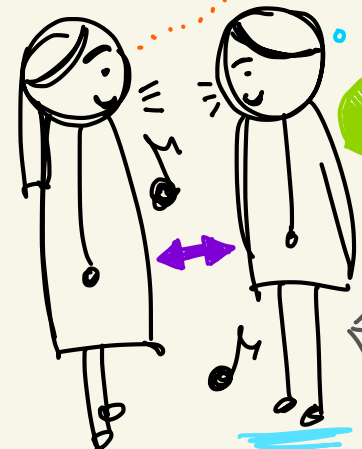
JAN 17

USER TO FIND

a POSSIBILITY

professional Recruiter

complete audience description



user's thoughts & the WHYS

NON DIRECTED QUESTIONS

immediate experience

judgmental

OPEN-ENDED (NO T/F)

NO leading

Don't bias!