

Discover Interview Playbook

It can often be useful to run one-on-one interviews with our audience as well as running focus groups. This can help us dig deeper into specific concerns or challenges.

Getting Ready

Things you will need:

1. A quiet room where you won't be interrupted.
2. 30-60 minutes (face to face or video call) .
3. A good internet connection if using video calling .
4. A designated interviewer.
5. A designated note-taker and observer .
6. An interviewee.
7. A list of pre-planned questions targeting concerns and challenges related to the project hypothesis.
8. A transcription tool such as Teams or Otter.ai.



Conducting the Interview

1. Arrive early so you are ready when the interviewee arrives – after all they're giving up their time to help you.
2. Give your interviewee plenty of context around why you're doing the interview and what you hope to get out of it.
3. Start with the problem statement and desired outcomes that you created in the Define phase. Explain the problem and ask the interviewee for their thoughts or reflections.
4. Use the questions you've planned to probe into the problem.
5. At the end of the interview, thank the interviewee and explain what happens next – you will take their insights into a design workshop and look for innovative ways to solve some of their problems.
6. Explain how you will keep them in the loop on progress – this could be with a project 'newsletter' or a business social media channel such as Teams or Slack.

Helpful hint

Try and keep every interview consistent, asking the same questions with the same context. Then you won't bias the results. If ask a different question save it for later in the interview.



Key Questions

01

What are your thoughts on the problem statement?

02

What are the barriers to your work in achieving the business outcomes we talked about?

03

What are you personally struggling with? What do you think causes that?

04

What's happening that you would like us to try and fix for you?

05

How are you dealing with challenges day to day?

06

Who do you trust to give you useful information?

07

What would you change if you had a magic wand?

08

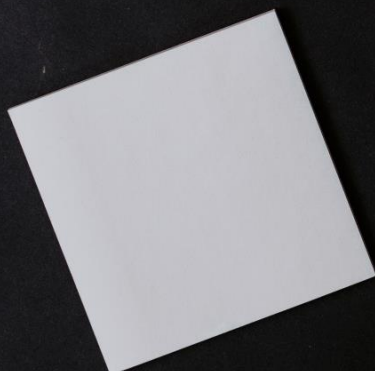
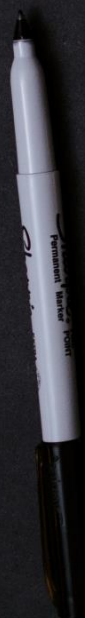
Can you describe a typical 'good day', and then describe how it might become a 'bad day'?

09

How do you feel about your manager and the team at the moment?

10

How would you improve your current working situation?



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