




Empathy Interview

IN AN EMPATHY INTERVIEW, YOUR GOAL IS TO GET AT THE WHY BEHIND THEIR ACTIONS OR PERSPECTIVES.

Human-centered design means starting with people, first! By interviewing, you get a chance to get close to people and hear about their perspectives and challenges in their own words. Interviews are at the heart of the Discover phase! Use this guide to get tips, jumpstart your interview, and record quotes.

TIP
 **ASK WHY.** Then ask it again (and again).

- "It was hard for me to start the college application process." WHY?
- "It felt daunting." WHY?
- "I didn't really know what my true interests or passions were yet at the start of 11th grade." BOOM. Insight found.

TIP
 **STAY NEUTRAL.**

- Try to avoid correcting your interviewee or offering up too much of your own judgement.

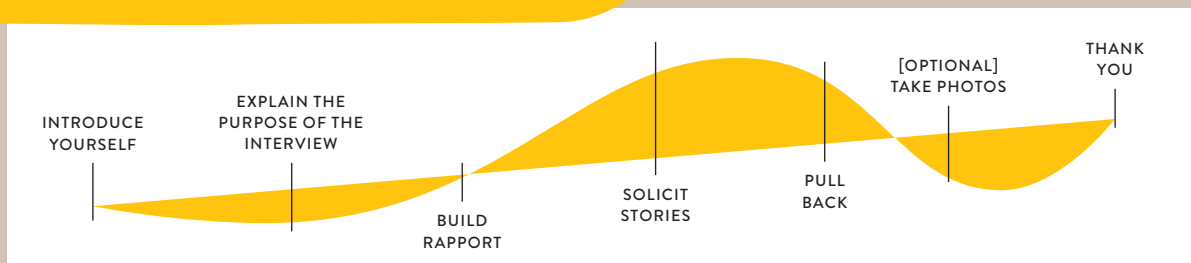
TIP
 **SOLICIT STORIES.**

- "Tell me the last time you..."

TIP
 **SIT WITH THE SILENCE.**

- Sometimes it takes a while to answer a tough, personal question.

Interview process map



NOTE ABOUT LEGALITY:

If you're interviewing an adult, remember: Get their consent to share their interview on The Teachers Guild site. Remind them that once it's posted on the site, The Teachers Guild may use it further its goals and activities.

If you're interviewing a minor, remember: You must get parent or guardian sign-off! Make sure their parent/guardian and the student understands how the interview will be used and how it will be shared. Make sure to consult the school's policy too. If you plan to use StoryCorps, their terms and conditions specify that minors under 13 are not eligible to be interviewed.

Also, while not as ideal, anonymous interviews are OK too!



Jumping off points

Find someone who is making something in the environment. Maybe this person is a vendor. Maybe this person is a hotel staff member. Think expansively about what it means to make something! Use these questions as starting places for your empathy interview.

JUMPING OFF POINTS



QUESTIONS

- Tell us about what you're making here.
- What are some of the things you enjoy about being a person who makes things. As a maker, what are some of the most important mindsets that enable you to be effective at building/making in your day-to-day?
- What are some of the challenges you encounter as a maker?
- Tell me about a time you made something you were really proud of. What was the process like? Who supported you?

How to Share Your Interview

SHARE YOUR INTERVIEW AND INSIGHT WITH THE COMMUNITY.

Here are 3 ways to share your Empathy Interview with the community to help inform their designs:

1. Use Storycorps

The Storycorps app is a great tool to capture your interview. Simply download the app and walk through their interview set-up process. Don't forget to hit record. Once you're done, grab the link and post it back into the Discover phase.

2. Capture Direct Quotes

It's so much better to have a quote speak for itself. Make sure you record your interview and then afterwards, include direct quotes in your post.

3. Take Photos

With permission, take some photos. One artifact photo, one portrait photo, and/or one environment photo can help others learn from your experience.

