

INTERVIEW GUIDE

Great insights start with people

In this guide we've included some worksheets and tips on finding the right person to talk with, getting the most out of your interview, a discussion guide to get your conversation started and an interview highlights form to collect your notes.

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Prepare Research

Identify Sources of Inspiration

Who are all of the people involved in your topic? Who might represent extreme behaviors related to your topic? Which experts do you want to meet with to learn more about your topic? List the candidates that you think will provide the most inspiration and circle 3-5 that you want to engage with first.

USERS, EXPERTS, EXTREME USERS

EXPERTS: INTERIOR DESIGNERS FOR OFFICES, BEHAVIOR EXPERT,
FENG SHUI MASTER, SPACE ORGANIZATION SPECIALIST
EXTREMES: HOME SCHOOLED CHILDREN, STUDENTS GOING TO DIFFERENT
TYPES OF SCHOOLS, STUDENTS ATTENDING AFTER SCHOOL PROGRAMS

Identify Places of Inspiration

Where can you go to have an inspiring experience related to your challenge? What are analogous settings or extreme experiences where you might witness similar or relevant behaviors and activities in a different context? List as many locations as you can and circle 3-5 that you are most excited to observe first.

INSPIRING LOCATIONS, ANALOGOUS SETTINGS

WORKSPACE ON AN AIRPLANE, IKEA, GOOGLE, PIXAR
SPEND TIME WORKING & SITTING IN THE STUDENTS' CHAIR,
IN A CUBICLE, AT A PLAYGROUND

Select Research Participants

Who specifically do you want to talk to and learn from? Create detailed descriptions for at least 3 different users or sources of inspiration. Be sure to cover a variety of gender, experience, ethnicity, etc.

USER TYPE

USER DESCRIPTION

13-17 YR-OLD STUDENT WHOSE PRIMARY LEARNING SPACE IS NOT IN A FORMAL CLASSROOM. LEARNING MIGHT TAKE PLACE IN EXPERIENTIAL LOCATIONS SUCH AS AN OUTDOOR BIOLOGY AND GEOLOGY CLASS, IN A MUSEUM, AT AN OFFICE, OR THROUGH REMOTE MEANS. INTERVIEW TO TAKE PLACE IN ONE OF THESE LEARNING LOCATIONS OR AT THE STUDENT'S FAVORITE STUDY SPOT. WOULD LOVE TO SEE BACKPACK, FAVORITE BOOK, OR LEARNING TECHNOLOGY.

USER TYPE

USER DESCRIPTION

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USER TYPE

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Build a Question Guide

Interview

What do you want to learn to better understand the challenge at hand? What are you hoping to understand about people's motivations and frustrations? What do you want to learn about their activities?

START SPECIFIC

What are some specific questions you can ask to open the conversation?

TELL ME A BIT ABOUT WHAT YOU
DID IN CLASS TODAY..

GO BROAD

What are some questions that can help you start to understand this person's hopes, fears and ambitions?

DRAW YOUR LEARNING SPACE FOR
ME AND TELL ME WHAT YOU LOVE
AND WHAT YOU DON'T

INTERVIEWEE NAME

JOHN, AGE 16

PROBE DEEP

What are some ways you might be able to dig deeper in the conversation, to find even more of the perspective this person has?

TELL ME A STORY ABOUT A TIME WHEN YOU FELT REALLY GOOD IN
THIS SPACE. WHAT HAPPENED? WHO WAS THERE? WHY DID YOU FEEL
SO GOOD?

TIP

Make a copy of this for each interview.

Observation

What are you looking to learn in this observation? Capture themes and questions that you want to make sure you get to in the site visit! Fill in one of these worksheets for each observation, so that you can consider what you will ask for each place you are visiting.

THINGS TO SEE

What are some things you want to make sure you observe while you are visiting this place?

HOW DO PEOPLE INTERACT WITH INFORMATION IN DIFFERENT LOCATIONS?

WHERE DO PEOPLE SEEM TO FOCUS BEST OR LIKE TO STUDY?

OBSERVATION SITE

STARBUCKS COFFEE SHOP

THINGS TO DO

What are some things you can do to gain inspiration in this place?

PRETEND I AM WORKING ON A BIG PAPER AND TRY TO GET

COMFORTABLE ENOUGH TO STUDY AND FOCUS. WHAT DO I NEED?

TIP

Make a copy of this for each observation.

Prepare For Fieldwork

Assign responsibilities before going into the field. Who is in charge of confirming date, time, and location of the research activities? Who is responsible for making sure you have all the necessary equipment? Who will take the lead in interviewing? In documenting?

TEAM MEMBER

ROLE

MEG

INTERVIEWER

LOCATION OR INTERVIEWEE

ADDRESS, DATE AND TIME

JOHN SMITH

123 MAIDEN LANE, JAN 12, 4:30PM

CHECK LIST

- QUESTION GUIDE
- PARTICIPANT'S CONTACT DETAILS
- TEAM MEMBERS' CONTACT DETAILS
- DIRECTIONS TO LOCATION
- NOTEPADS AND PENS
- CAMERA (CHECK BATTERIES)
- MOBILE PHONES
- THANK YOU GIFTS FOR PARTICIPANTS (IF APPLICABLE)
- POST-IT NOTES, SHARPIE MARKERS
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Gather Inspiration

Inspiration Notes

NAME OF PERSON INTERVIEWED/LOCATION VISITED

JOHN SMITH, HIS BEDROOM AND WORKSPACE

OBSERVATIONS AND QUOTES

- JOHN KEEPS EARPHONES AT HIS DESK
- "I'M VISUAL, SO I USE PINTEREST WHEN I'M WRITING A PAPER."

TIP
Fill this out of this for each interview.

AS YOU ARE INTERVIEWING, capture what you see and hear during a field visit. Capture direct quotes. Separate your observations from your interpretations so that you know what you saw and what you thought it meant for that person.

Look for work-arounds and adaptations people have made to make a system to serve their needs better such as books stacked under a laptop to make the screen a better height for viewing.

INTERPRETATIONS

- I THINK MUSIC HELPS JOHN FOCUS WHILE STUDYING
- I THINK JOHN LEARNS BEST THROUGH VISUAL CONTENT AND WANTS MORE OPPORTUNITIES TO SURF THE WEB WHILE HE IS WORKING IN SCHOOL.

Inspiration Notes

NAME OF PERSON INTERVIEWED/LOCATION VISITED

TIP
Fill this out of this for each interview.

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Look for work-arounds and adaptations people have made to make a system to serve their needs better such as books stacked under a laptop to make the screen a better height for viewing.

OBSERVATIONS AND QUOTES

INTERPRETATIONS

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