



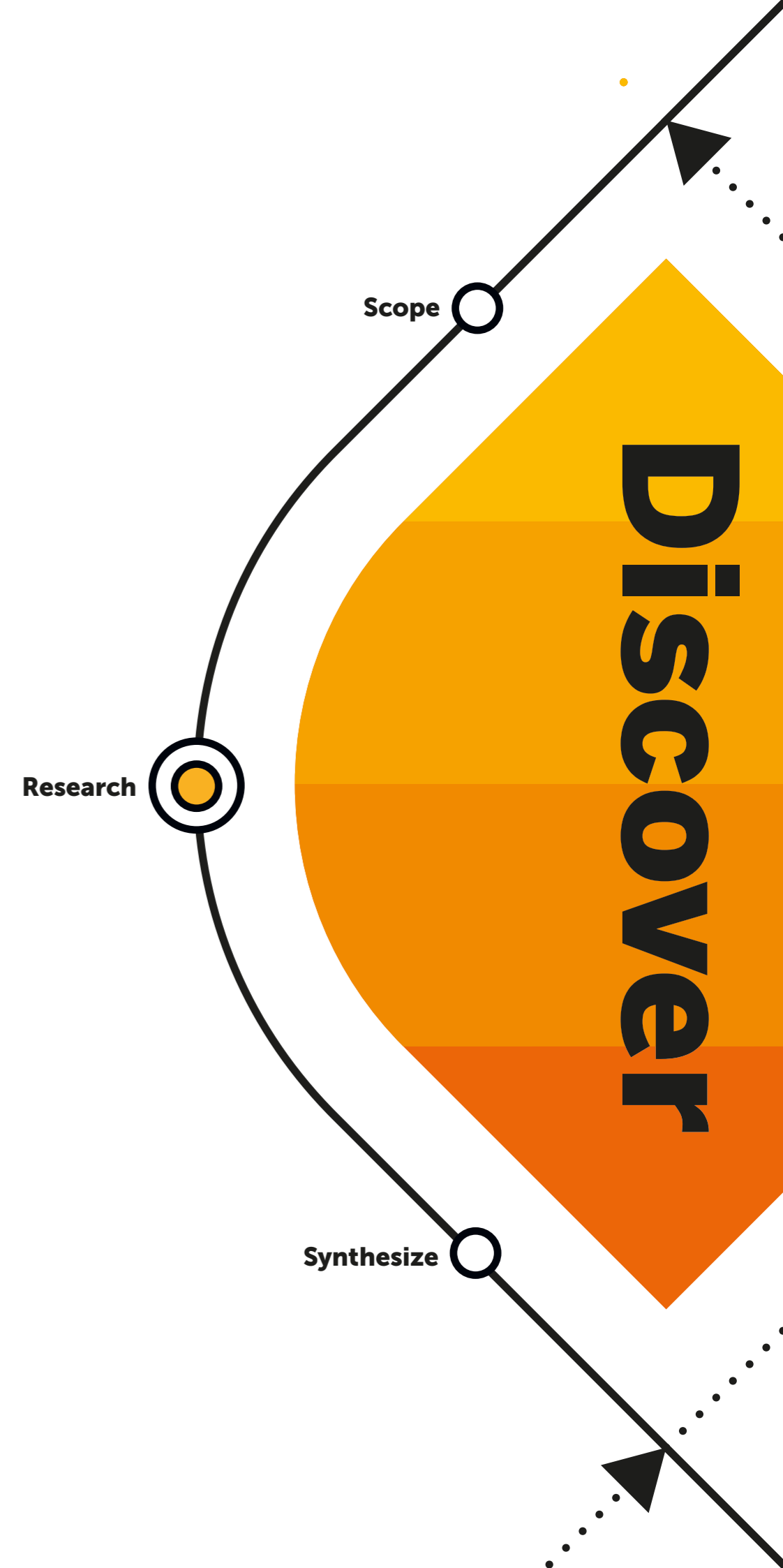
DISCOVER PHASE / Joint Activity

Interview Preparation Guide

Brainstorm upcoming interview questions with your team members and create an interview script.

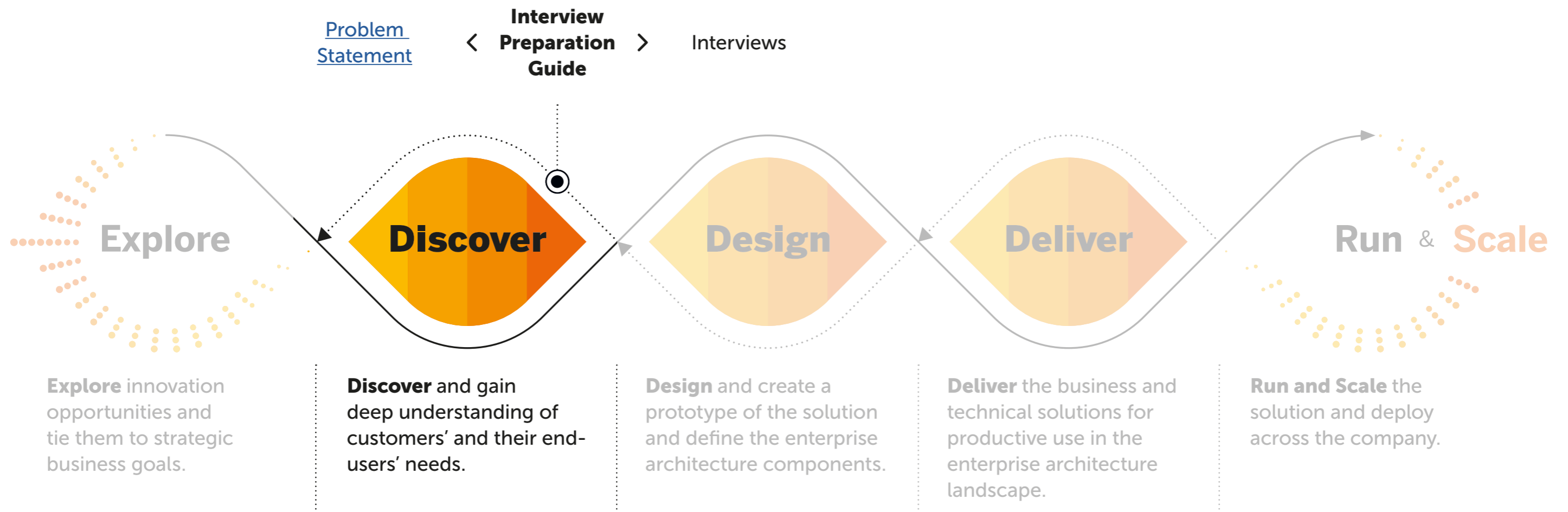
Why to use an Interview Preparation Guide

The Interview Preparation Guide helps your team brainstorm questions and create an interview script. This guide allows your team create alignment and consistency on what to cover during interviews.



When to use an Interview Preparation Guide

We use the Interview Preparation Guide to get ready for user interviews in the Discover Phase.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to use an Interview Preparation Guide



Duration
40 - 60 Minutes



Participation
5 - 6 People



Roles
Designers, Business Leads

Steps

- 1** Explain the interview arc to the team members. An interview is a conversation with a beginning, middle & end.
- 2** Run a silent brainstorming session on what questions to ask to participants for Introductions, Build Rapport, Evoke Stories, Explore Emotions and Closing Thoughts.
- 3** Right after each participant places their questions on post-its along the interview arc, they should explain briefly.
- 4** Once all participants have moved their questions to the timeline, vote for the questions that should be part of the interview guide.

Expert Tips

Before the brainstorming starts, explain how to formulate interview questions. For example:

The questions should be open-ended, such as “W questions”, i.e., who, what, where, and why.

“Leading” questions should be avoided, e.g., “Do you like your current health insurance?”

If necessary, help the participants reformulate questions.

Example

Interview Preparation Guide

**Introduction
of yourself**

**Introduction
of project**

Build rapport

Evoke stories

Explore emotions

**Question
statements**

**Thanks
& wrap-up**

Please tell me
about your main
responsibilities.

Can you tell us step
by step how you
go about...
[please specify]?

How was it the last
time when you had
to do this task?

Please tell us more
about...[please
specify]?

Do you remember
what really went
wrong last time?

What were the
consequences of
...[please specify]?

What did you feel
when you learned
that ...[please
specify]??

What would the
planned solution
mean to you?

Could you please
explain again...
[please specify]?

[Follow up question]
...[please specify]?

TIME



Template for Print

Interview Preparation Guide

Introduction
of yourself

Introduction
of project

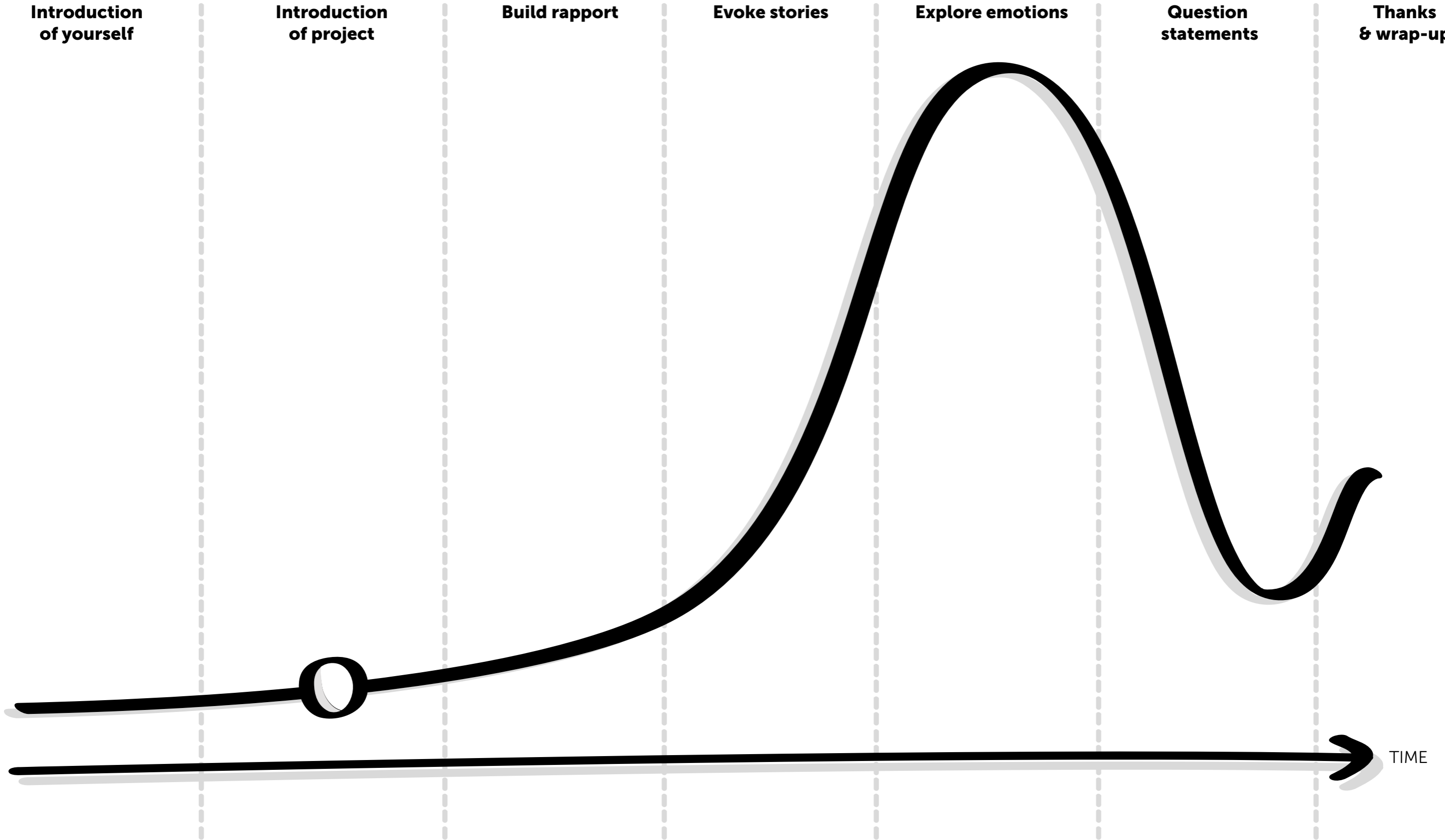
Build rapport

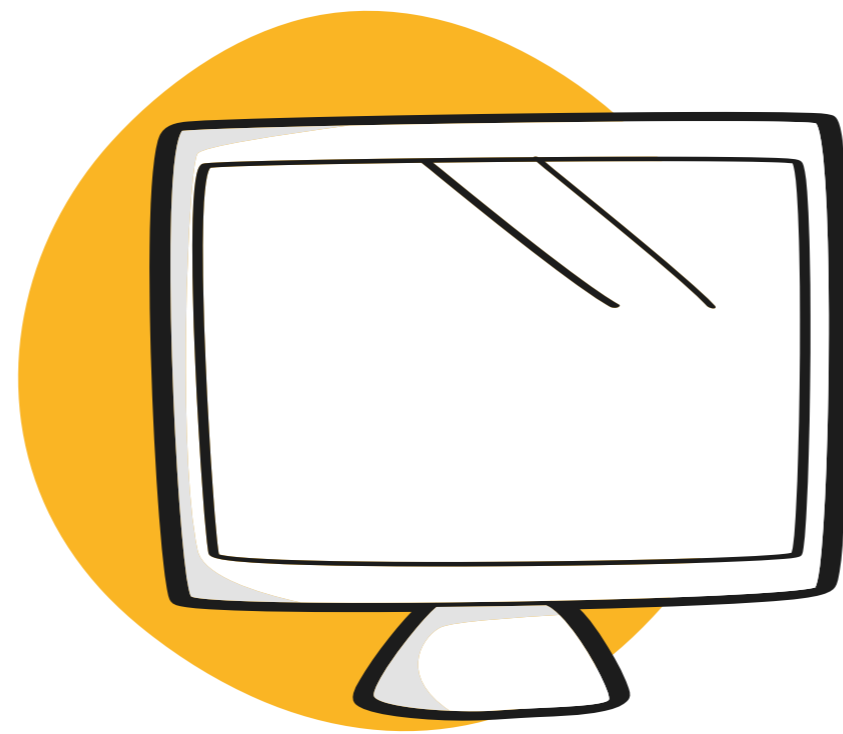
Evoke stories

Explore emotions

Question
statements

Thanks
& wrap-up





Virtual Collaboration Template

MURAL Template

Interview Preparation Guide

Instructions

As preparation for an end-user interview you need to define which questions you would like to ask. This template will help you to identify those questions.

Time Needed
Ca. 30-45 min

Participants
5 - 6, min 2

How to use
Each participant starts with a silent 5 min braindump of possible questions. Right after, each participant places his/her post-its along the interview timeline while explaining briefly the questions.

Once all participants have moved their questions to the timeline, vote for the questions that shall be part of the interview guide.

Interview Guide

Prepare your upcoming user research activities and create an interview guide.



1. Silent Braindump (5min)

Formulate interview questions for an interview guide.

[Name Participant 01]

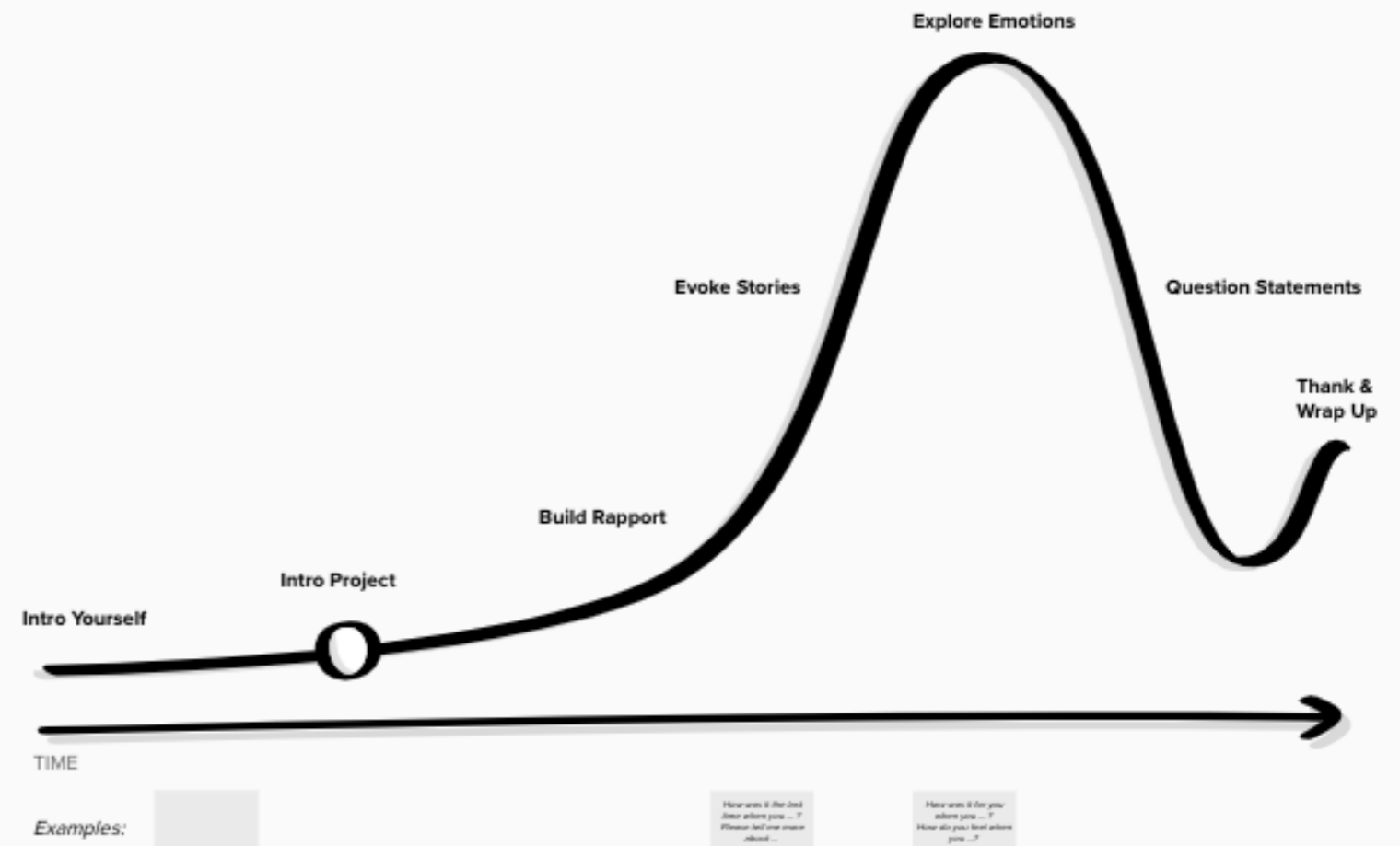
[Name Participant 02]

[Name Participant 03]

[Name Participant 04]

2. Collect and Structure all Questions (15min)

Place your questions below the time line.



Access the MURAL template: <https://app.mural.co/template/732e1d75-6903-4ce6-ab36-79d3ac76120b/e84ef78f-2988-4d81-9a7f-bf1483b8bdcc>