Prepare for User Interviews

Brainstorm upcoming interview questions with your team members and create an interview script.
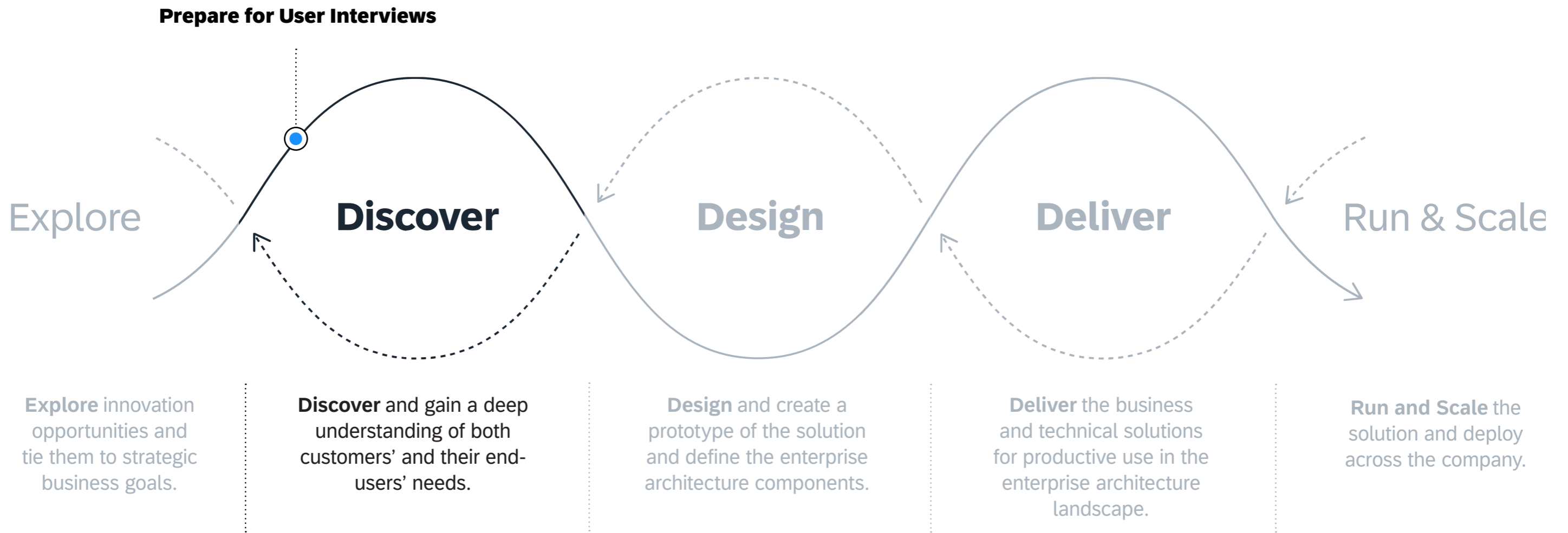
Why To
Prepare for User Interviews

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

Explore

Discover

Design

Deliver

Run & Scale

Created by **SAP AppHaus**

member of the SAP
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When To
Prepare for User Interviews

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

Prepare for User Interviews

Explore   **Discover**   Design   Deliver   Run & Scale

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Prepare for User Interviews

Duration
45 - 60 Minutes

Participation
5 - 6 People

Roles
Designers, Business Leads

Steps

1 Explain the interview arc to the team members: an interview is structured like a conversation with a clear beginning, middle, and 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 Immediately after placing their questions on sticky notes along the interview arc, each participant should give a brief explanation.

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:

Ask open-ended questions, such as "W-questions" — who, what, when, where, and why.

Avoid leading questions, such as "Do you like your current health insurance?"

If necessary, help the participants reformulate questions.

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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
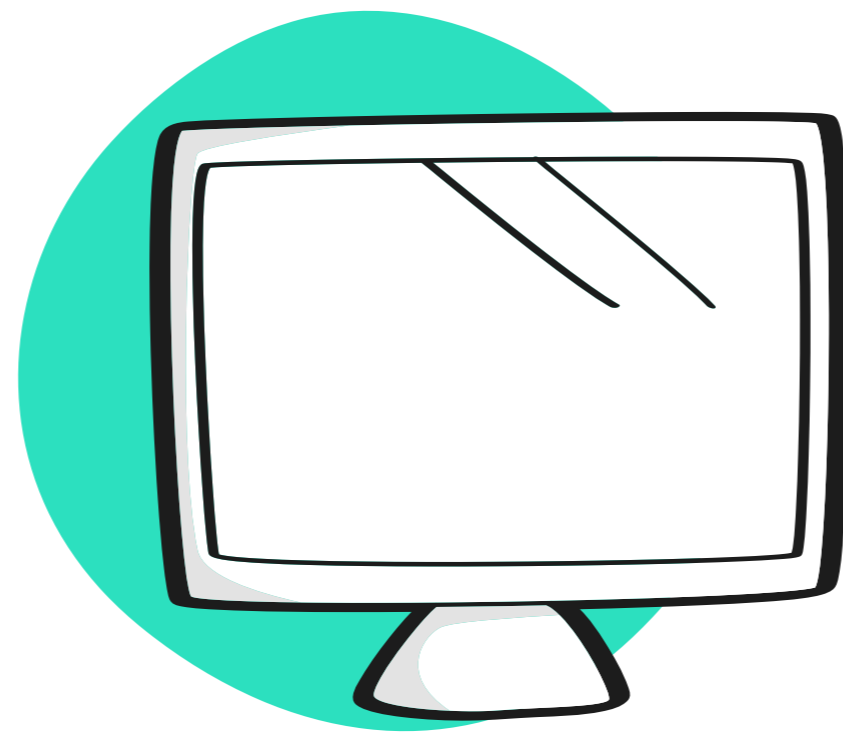
Virtual Collaboration Template

MURAL Template
Prepare for User Interviews

Interview Guide

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

AppHaus

1. Silent Braindump (5min)
Formulate interview questions for an interview guide.

2. Collect and Structure all Questions (15min)
Place your questions below the time line

[Name Participant 01]

[Name Participant 02]

[Name Participant 03]

[Name Participant 04]

Intro Yourself

Intro Project

Build Rapport

Evoke Stories

Explore Emotions

Question Statements

Thank & Wrap Up

TIME

Examples:

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

*Registration required