Tips to interview with Design Thinking

Twelve tips to interview users to design a human-centered innovation using Design Thinking

The interview is the best-known observation technique to enter in empathy with the users. As any other methods, there are best practices

1. Your goal is to get him/her talking as much as possible

2. Stay neutral to avoid influencing the user

3. Pair up! One to ask questions. The other one to write notes and take pictures
1. Do you like cats?

2. Search for contradictions.

3. Open questions.

4. One question at a time!

5. Silence is good! The user thinks, feels and is going to talk.

6. Watch his/her emotions. The body talks...

7. Get the users telling stories.

8. I'm happy.

9. I believe in making good first impressions.

10. Ask 5 times 'why' to deeply understand your user.

11. Take pictures for the sharing of your interviews.

12. Identify his/her challenges, the famous job-to-be-done.

Compiled & designed by Remi Edart. Illustrated by Michelle LaPlante | www.dthinking.academy