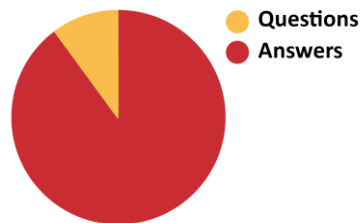


Tips to interview with Design Thinking



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



4. Open questions



5. One question at a time!

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

7. Get the users telling stories



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



I believe in making good first impressions.



9. Search for contradictions



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

