

TIPS SHEET TO ACCOMPANY:

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Conducting research interviews

- At the start, clarify to your participants your research intentions, what you're looking to find out, why, and what this information will be used for.
- Describe how you are going to use the information you are collecting and its value to you as a product designer.
- Gain permission from your participants if you intend to photograph or video the interview.
- Inform your participants that they can decline to answer specific questions or stop the research at any time.
- Use a series of questions designed to get the participants to comment on how they feel about the product or products you are researching i.e. how they feel when using the product, whether it is easy or difficult to operate, if they enjoy using it or if it is frustrating or annoying to use.
- When you have little idea of what the users' concerns and needs might be for a product, use the unstructured interview method. Ask participants a series of open-ended questions so that they are free to steer the content of the interview to cover the issues relevant to them.
- When you have a clearer idea of what you wish to cover during the interview use the semi-structured interview method. Respond to the interviewee's answers, while asking questions to elicit the desired information required.
- When you have a much clearer idea of the issues that need exploration use the structured interview method. Use a pre-determined list of values that the participants are asked to select from.
- Ensure that the information you collect remains confidential unless you have agreement with your participants beforehand.
- Make sure you treat people with courtesy at all times during the interview and ensure that you retain a consistent non-judgemental, relaxed and harmonious relationship with your participants throughout.