

Interviews and Workshops guide. Research Methodology

In this page we would add all the tips and instructions to conduct correct workshops and interviews. This interviews can be internal or external; to customers.

Interview or Workshop?

Conduct a workshop if you...

- want participants to learn about other stakeholders'/users' perspectives
- want several stakeholders/users to come to a common conclusion or solution
- want participants to trigger ideas in each other

Conduct 1:1 interviews if you...

- want very detailed information or descriptions of a process
- feel that some persons might be intimidated by workshops with others
- want to offer participants a save space to speak openly without others listening
- don't want participants to be influenced by other's statements or ideas

Step 1. Prepare the session

Make sure you have enough information already to conduct the session. You understand the purpose, the information we are looking for, the current situation...

Who

Workshop:

The UX researcher would lead the workshop. This person has to lead the preparation, invitation and conclusion. That person can use help from:

1. **Note taker:** Takes notes during the meeting. Does not participate in the workshop actively.
2. **Other UX:** might be required to get help during any step of

Questions/Frameworks

1. Make sure you use the right tools to get the information you are looking for. There are many Design thinking tools that can help us. See examples.

a. ***  [What is Brainstormi](#)

[ng? Techniques and Meth](#)

[ods | Miro](#) 

b. <https://uxplanet.org/all-ux-brainstorming->

Send invitations for the session

1. State the reason and the goal of the workshop in the invitation and if participants need to prepare something beforehand. If that is the case, put yourself an alert so you can send out a reminder about the task two days before the workshop.
2. Always use polite tones.

the workshop to have a broader perspective.

Interview:

Only one UX researcher needed, otherwise it might be intimidating for the participant.

[templates-under-1-tool-9b8ed113d6c6](https://www.mjvinnovations.com/blog/design-thinking-tools/)

c. <https://www.mjvinnovations.com/blog/design-thinking-tools/>

d. [Value Proposition Canvas – Download the Official Template](#)

e. Recommended read: [TU CA DONKA! Absolute Jackpot From Situs Togel Resmi by ALEXISTOGEL](#)

2. Set a script with timings.

Example: [Value Proposition Questions.docx](#)

Step 2. Conduct the session

Musts

1. No phones or devices
2. No interruptions
3. Always be on time
4. Always be prepared and show you are prepared.
5. Schedule enough time for short breaks if the workshop exceeds 60 minutes
6. Always record the meeting (ask first)
7. We use this tool to gather all of your notes and recordings in one centralized location. [Dovetail](#)

[Dovetail | Customer Intelligence Platform](#) You can read how to use it here: [Dovetail – Customer Intelligence Platform](#)

a. [Access](#)

Tips

Here are some general **tips**:

- Provide context to your interviewee. Take about 5 minutes to introduce it.
- Ask questions in an unbiased way.
- Open-ended questions that will give you longer, richer replies, rather than yes/no questions.
- Give them space to answer. Don't rush them through the questions.
- Ask "why" to any answer that you get back.
- The first time you ask them an interview question, they might give you a short one-line response. At this point, it's often good to leave a 5-second pause for them to follow on.
- Make sure people do not follow just one opinion.
- Be ready for changes and adapting quickly during the workshop.

- Note that most user interviews shouldn't go past 60 minutes, since interviewees tend to run out of energy and focus by then.
- Segment by users who have used other comparable products/services before and the ones that haven't.
- We also need to know why they didn't continue to use those services, or what's stopping them from trying it out.
- Find out what they like and what they don't like about competitors and replacements.
- Our most important objective is to learn how to think the way our interviewee thinks.
- Don't get the feedback and apply it directly, get more feedback first.
- Reflect on the experience **immediately**. **Do not wait many days to review notes, reflect together or get some conclusions down right after.**

Example questions to ask

A. 4 type of questions:

1. **person-focused** = who they are
 - What does a typical day in your role looks like?
 - What's a great day? What would be a huge win for you?
 - What kind of struggles have you had in the last week?
 - What's the typical career path for someone in your role?
2. **product-focused** = what pains or drivers motivate them to look for solutions
 - Could you describe how you found our product?

B. WHaLP assessment

Stands for Wants, Hope, Lacks and Problems.

- **What do they want?** For example, I've noticed that project managers often WANT to be part of strategic decision making.
- **What do they hate?** From the transcripts I noticed that project managers are annoyed by vague goals and expectations of highly specific results.
- **What are they lacking?** Watch out for words such as "I can't" or "I need" in customer feedback. For example: project managers lack

- What was going through your head when you were looking for it?
- Is there anything that pushed you in favor of us?
- How does it fit into your day?
- What does it let you do that you couldn't do without it?

3. value-focused

- What's the feature in our product that brings the most value?
- At what price point would we become expensive but still worth it?
- At what price point would we become so cheap you'd wonder whether we're high enough quality?

4. user-focused

- What was your first impression of the tool?
- How do you feel about [functionality x]?
- Is this working as you expected it to work?
- Is there anything you don't understand or that is complicated?
- Anything you especially liked? Anything that could be improved?
- Anything you miss?
- Anything you think could be removed?

written documentation of clients' decisions to extend scope or move deadlines.

- **What kind of problems motivated them?** Problems that are so big that they'll spend time and money looking for a solution are gold, because it indicates the willingness to pay for help in solving that problem.

Step 3. Conclude the workshop

Once all the workshops have been done, review the notes of the note taker, your notes, the notes of the discussion after the workshops and recordings.

Make sure you get very specific conclusions that can be used for the next steps of the methodology. These conclusion must be shared using [Dovetail's explore](#) area. More information on this in [Dovetail home page](#).