

PROVIDE THE OPPORTUNITY FOR EXTENDED CONVERSATIONS and real interactions.

\* ONLY SELECT RESPONDENTS that can contribute to the study. BUILD RAPPORT.

PROVIDE NON-VERBAL CUES (HMM).

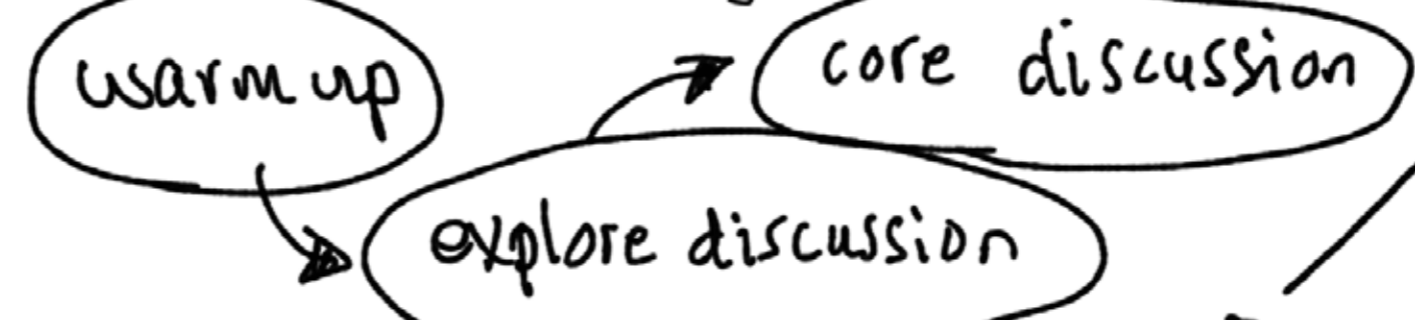
BE GOOD AT TAKING notes. BEWARE OF BIAS.

Allows greater interaction.

GET RESPONDENTS INVOLVED IN THE INTERVIEW AS SOON AS POSSIBLE

ASK FACTS THEN CONTROVERSIAL QUESTIONS

ASK ABOUT CURRENT issue then past.



Open Questions  
Informal/Themes  
Social Sciences  
Topic or Question guide. Can change.

STRUCTURED OR SEMI-STRUCTURED

REIMBURSE FOR TRANSPORT AND COSTS IF APPROPRIATE.

OBTAIN signed consent incl. for recording.



no organisation anything goes. Can yield surprises.

EXPLAIN WHY you want the interview.

\* ADDRESS CONFIDENTIALITY issues.

A personal form of research. Work directly with the respondent.



Time consuming can be resource + cost intensive.

WRITE DOWN OBSERVATIONS

PREPARE SOME [use inference to describe observation] SCREENING QUESTIONS - identify an expert in your field. ANALYSE LANGUAGE AND BEHAVIOUR IN NATURAL SETTINGS.

EXPLAIN FORMAT OF THE interview

identify deficiencies and suggest some improvements.

VALUES BELIEFS

conduct

an interview

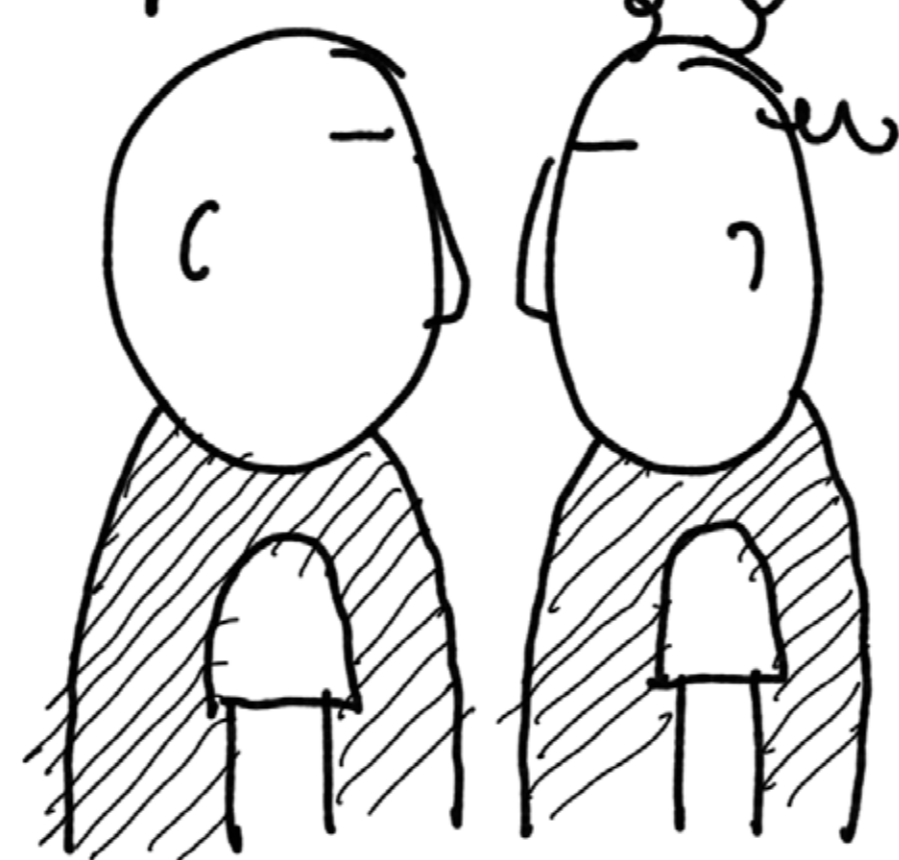
VALUES

Data

Feelings

# QUALITATIVE RESEARCH

Get the story behind the user experience.



RECORD THE INTERVIEW

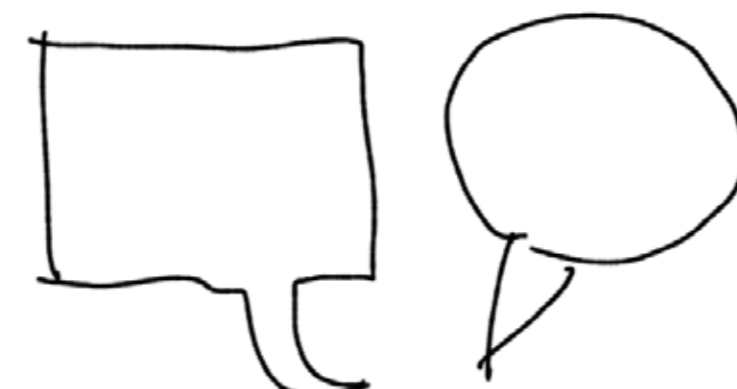
## TYPES OF QUESTIONS

VERBAL CONVERSATION between two people. Summarize frequently. objective = collect relevant information for the purpose of research. \* SHOW RESPECT and CARE. \* INDICATE HOW LONG it will take.

in depth or follow up on a questionnaire

know the issue before interviewing

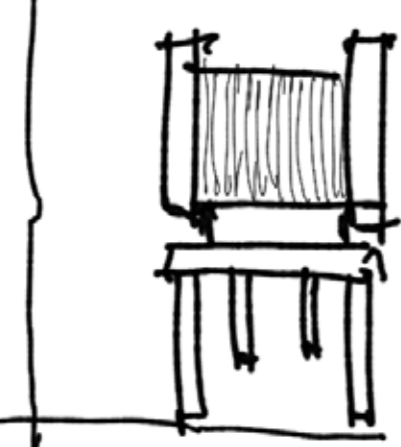
Be clear on the intent of each question.



ASK IF THEY HAVE ANY QUESTIONS.

ASK 1 ONE 1 QUESTION AT A TIME

\* BE CAREFUL ASKING WHY?



CHOOSE A PLACE + TIME that has none or very little distraction - noise, other people, traffic, busy schedule ...

- REMAIN NEUTRAL
- ENCOURAGE RESPONSE
- CONSIDER transition time between topics
- Don't lose control of the interview.
- check the recorder

- verification
- experience
- behavioural
- competency
- social
- exploratory
- argument
- defining
- opinion
- confronting