Australian Government

Human Centred Design 101
Interviewing people

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digitalprofession.gov.au

We'll record this session

What we want to cover today

- Develop a discussion guide
- Running a discovery interview
- How to capture your data

Warm up: What do you think is wrong with these questions?

What are the three things you liked about your most recent training course?

It must have been really frustrating for you when you were waiting to hear back about that job!

Do you like your current job?

Have you applied for a job recently?

Assemble your discussion guide

- Choose the big questions you would like explore
- For each part of the interview write a few questions to ask that will prompt someone to tell you a story about their experience
- Warm up with easy questions

Main question: *Can you tell me about your experiences collaborating with a research organisation?*

Follow up: *How did it come about? What worked well? What didn't?*

Draft questions you want to ask your interviewee about their lived experience?

Jump into Miro to the interview discussion guide board

Step 1

- Look at your problem statement and what you want to know
- **Individually** write down 3 questions (1 per post it note) for Warm up and Stories and Lived experience

Note: What you want to know isn't always what you ask.

Can you tell me about a time you took a risk at work?

Can you tell me about a time when you tried to do something at work in a new way?

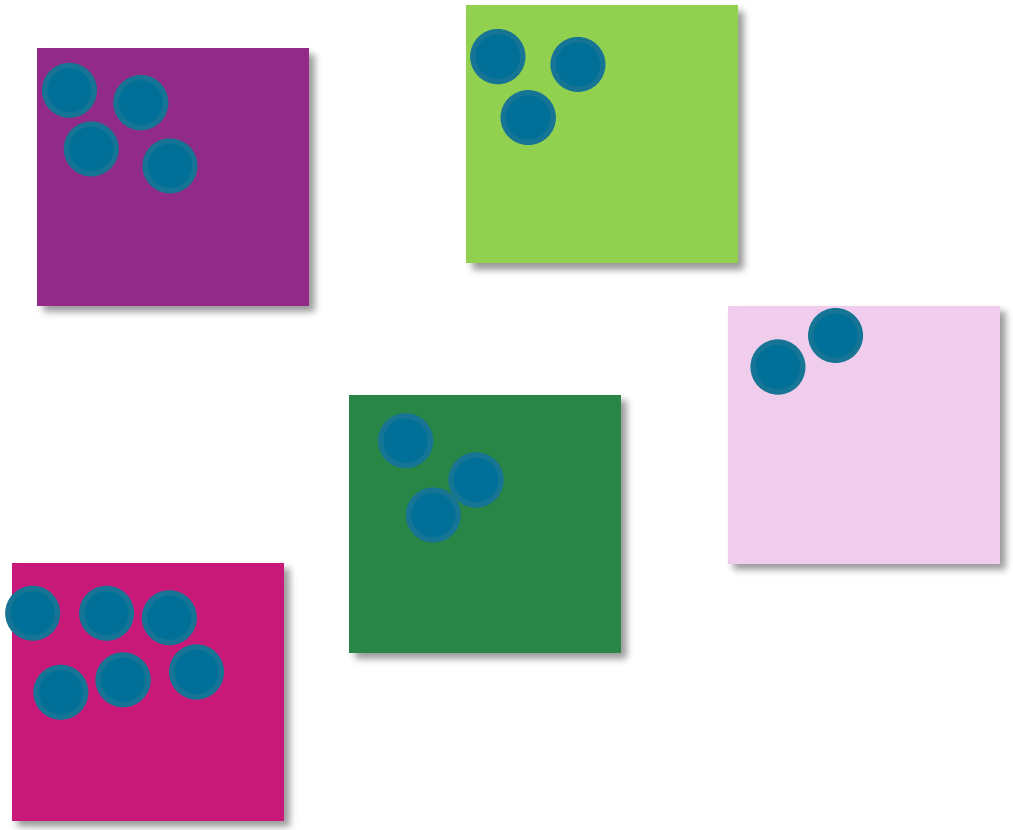
What questions do you want to ask your interviewee about their lived experience?

Step 2

- Share back your questions and put them up the Miro board

Let’s vote

- 3 votes each



Assemble your discussion guide

Step 3

- Grab the template
- Take the top questions and add to your discussion guide
- What are the main question and what might be a follow up?

Main question: *Can you tell me about your experiences collaborating with a research organisation?*

Follow up: *How did it come about? What worked well? What didn't?*

Reflection – Discussion guides

2 days +

- Objective: Develop a structure to guide research sessions; ensure consistency of approach across researchers
- Output: Documentation to guide your interviews, which in turn helps provide consistent and useful material for insights.

As a tool:

Establishes a path to build on during the discussion, supporting similar questions across all interviews.

In a project:

Gives all researchers the same base interview paths and supports similar conversations across the range of interviews.

CONDUCTING THE INTERVIEW

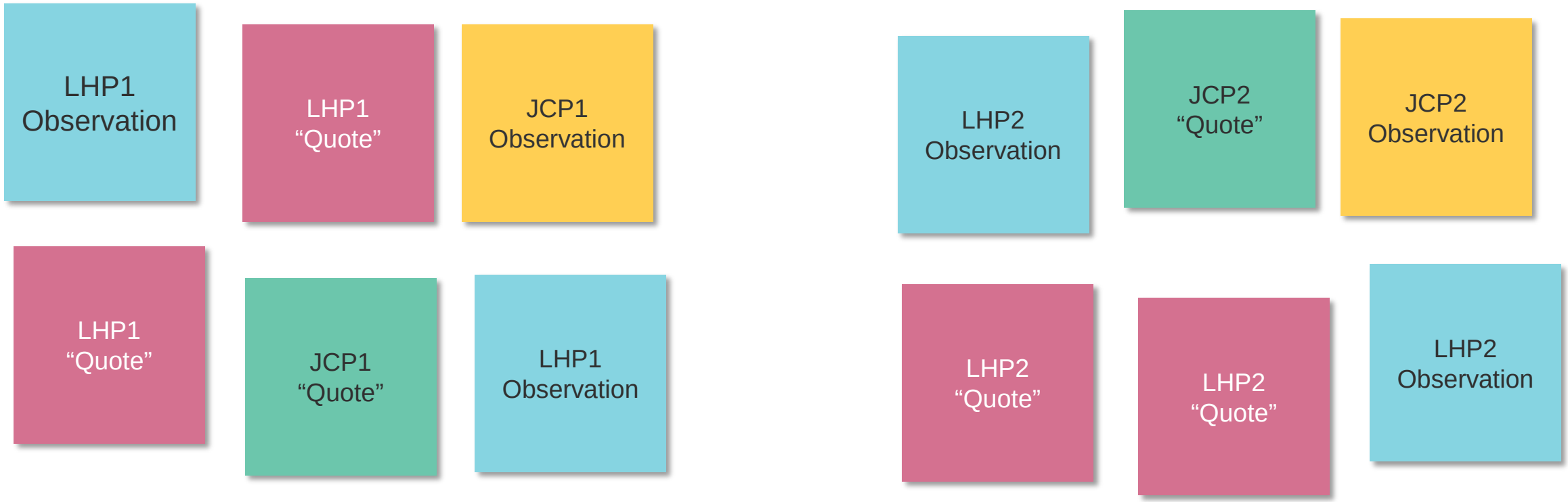
Interviewer
Asks questions
Audio recorder
Interviewer's discussion guide
Participant
Be yourself. Honest answers.
Observer's Note pad
Observer
Observes takes note. Code your notes. Almost doesn't speak.

Prepare to interview people

- Manage recruitment
- Logistics
- Test and learn
- Come up with a coding system to keep track of your participants and their data without using their names

Coding in action

1 round interview
2 interviewees

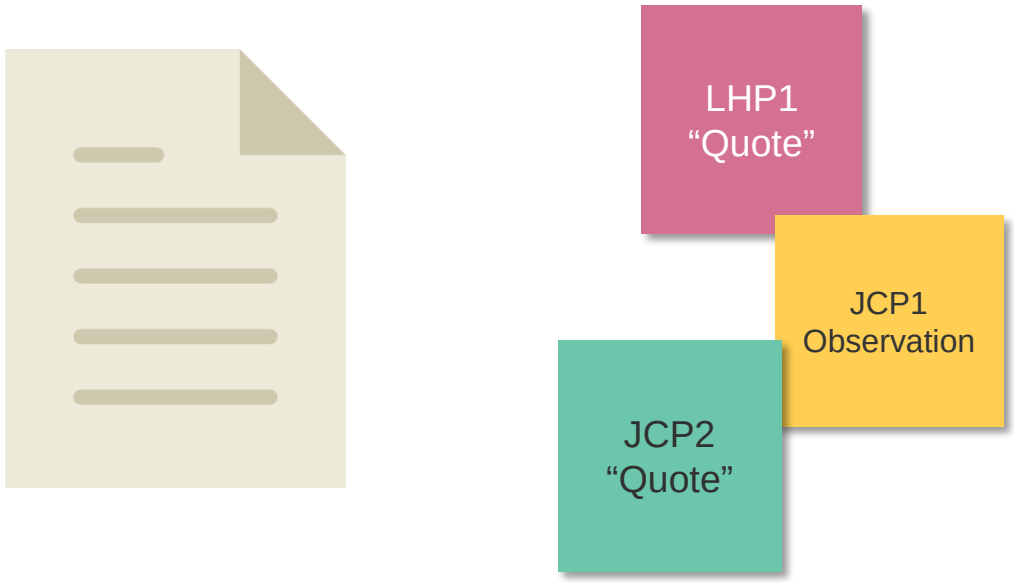


After the interview write up the capture sheet

1. Go through your notes and highlight any quotes
2. Use the capture sheet to record:
    - Your favourite story
    - The biggest surprise
    - The biggest challenge
    - The biggest opportunity
    - The top three things you learned

From data to themes

Interview notes → **Data points** → **Cluster** → **Theme**



Reflection – Interviewing

Dependent on research cohort

- Objective: Develop an understanding of users' experiences, needs and thoughts in their own words; gather first hand insights into participants.
- Output: Interview notes or recordings and personal exposure to users' stories in a way that builds empathy and nuanced understanding.

As a tool:

Exposes the interviewers and observers directly to users' stories and experiences, building empathy

In a project:

Exposes the interviewers and observers directly to users' stories and experiences, building empathy.

Builds a body of evidence about users' experiences, needs and thoughts which can be analysed for collective insights.

Creating data points

1. **Review** your notes and capture sheets from your interviews. Jump into Miro and create notes that include **key**:

- “Quotes”, or
- Observations
- Code each post-it note according to the interview

Please note: If your data isn’t captured on a post-it note it will get missed in your analysis

One idea per Post-It note

No acronyms

A sentence /context

i.e. “parents treat children with junk food” vs simply “junk food”

Conduct your interviews

- Interview 1-2 people
- Find an observer (or record it)
- Otter.ai – transcription AI
- Complete the capture sheet – you will find it in the community library

- Who do we need to talk to for our problem space?
  - SES
  - EL1 – 2
  - APS 1-6
  - Grads
- If you haven't already start to recruit 1-2 users for 20 minute interviews over next 2 weeks with your buddy

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NEXT TIME
Interview practice

Thank you for your time and energy today

Don’t forget:

Jump into Miro and have fun