



# IN-DEPTH INTERVIEW

*In-depth interview helps designers to gather understanding and insight directly from participants. In-depth interviews can be conducted in a semi-structured (around key topics/themes) or unstructured manner, and are mostly done face to face so designers can observe body language and to create a more intimate atmosphere, but can be also conducted by telephone or online (e.g. via Skype).*



## PREPARATION:

2-4 hours

## DURATION:

30-45 minutes per interview

## FACILITATORS:

1-3, design team members

## RESOURCES:

Notebook, voice recorder, video camera, photo camera

## PARTICIPANTS:

5-15, users, employees, or other stakeholders

## EXPECTED OUTCOME:

Field data such as notes, texts, photos, videos, audio recordings

## DESIGN PHASE:

Insights

## TEMPLATE OR GUIDELINES:

Create your own in-depth interview guide

*By using the in-depth interviews, designers tap into participants everyday moments and subtleties. Designers conduct in-depth interviews with users, employees, or any other relevant stakeholders in a situational context relevant to the design challenge.*

### 1. START:

Define the focus of what you are interested in and consider what you want to do with the findings (build personas, journey maps, system maps, etc.).

### 2. IDENTIFY:

Based on the selected focus area, define the criteria for selecting suitable interviewee participants.

### 3. PREPARE:

Think about how you will recruit your interviewee participants, what expectations will be set up-front, how you will start and end, and how much time they are expected to dedicate to this activity. Write up the in-depth interview plan and a guide explaining what you want to find out, and then formulate concrete questions based on that. Pilot the interview plan with one or two persons.

### 4. CONDUCT:

After deciding the best times, length and depth of the interview, start by asking open and non-leading questions. Then move to questions that gives you the information you are looking for and which makes it easy for participants to answer. Then, follow your interview plan.

### 5. REPORT:

Right afterwards, write up the key learnings. Then, transcribe the interview and analyze the data whilst highlighting important issues. Make a short summary that includes the key findings (similarities and differences) and examples from the data (e.g. quotes) that exemplify these.

