



# Interview for Empathy

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Field research method

## Purpose

Interviews are an essential part of your field research. Human-centered design is about meeting the people you're designing for and hearing from them in their own words. Interviewing people will allow you to learn much more about their behaviours and feelings, not only through asking questions, but by observing them in the places where they live and work.

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What you'll need:

 3 hours (prep & do)

 Pens, flip-chart, templates

 Design team, users (if possible)

<https://sprintbase.io>

*Interviewing people is a great way to learn not only what people say and do, but also how they think and feel in relation to your challenge. Therefore it's best to prepare as a team and decide who you want to interview and what you'd like to learn.*

## Steps

- 1** Get together as a team before you start interviewing, ask yourself and your team: Who can we speak with to help us better understand our challenge from the user perspective? Consider extreme users, friends and family, complete strangers and users of a particular service or product.
- 2** Use the interview guide and capture template to help you plan your interview. Consider the flow of the conversation and some questions you want to ask.
- 3** If possible, interview someone in the context relevant to your challenge - visiting them where they live, work, shop or socialize with friends and colleagues. This allows you to ask people to "show" you what they mean as opposed to just telling, and can provide unexpected observations
- 4** Go out, talk to strangers, visit new places - Build empathy by evoking stories of the person's best and worst experiences related to your topic. Listen closely, and ask open WHY, WHAT, and HOW questions to dig deeper, even if you're sure you know the answer. (Avoid closed questions!)
- 5** Write down anything surprising, sources of joy and pain, and any other clues to what this person cares about. Use the Interview notes template to capture your findings

*Interviewee:*

*When:*

*Interviewers:*

*Where:*

**What do you hear?**

*(evoke specific stories, dig deeper, ask why?)*

**What do you see?**

*(notice the environment and body language)*

**What do you feel?**

*(your reflections / experience of the interview)*