

## INTERVIEWS

*Interviews are used to develop a deeper understanding of a given situation through well thought out questioning and follow up.*



**Estimated Timescale:** 60 - 90 minutes

**Materials:** Audio / Video Recorder, Pens & Paper

### Who should be involved?

Anyone who you're designing with / for - cultural heritage professionals, designers, technologists etc.

### Why should you use this method?

Use interviews to understand the hopes, values, motivations and experiences of those you're designing with.

### STEP 1 (ADVANCE PREPARATION)

- Identify who you want to interview and arrange the interviews.
- Prepare a set of questions that you would like to ask the participants as a guide for the interview. Questions can be open, semi-structured, structured or a mixture of all three.

### STEP 2

- Start by asking broad questions about the participant's life, values, and habits, before asking more specific questions that relate directly to the specific topic.
- Allow the participants (interviewees) to guide the conversation so long as the topic is relevant, particularly if they had interesting opinions and insights.
- Record all of the the interviews using an audio recorder.

### STEP 3

- Following the Interviews, review the recordings in order to gain an understanding of the concerns and needs of the participant. This can be used as input into the user requirements of the intended design.

### WHAT NEXT?

- In the weeks after using the method, give feedback to the participants to show how input has been used (so the dialogue continues.)

### Tips for successfully carrying out this method

- Make sure to write down exactly what the person says, not what you think they might mean. This process is all about hearing exactly what people are saying.
- Whenever possible, conduct your interviews in the interviewee's space. You can learn so much about a person's mindset, behavior, and lifestyle by talking with them where they live or work.