Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Conduct an Effective Interview** (Gain Empathy)

***Directions:*** *Your task is to conduct an interview with a potential user of your final product. Remember, the goal of the questioning is to draw out emotions and insights that will help your team in the design process.*

**1** Prior to the interview, create a list of 5-10 questions to be used. **2** Record responses. After the interview, record your reflections on

You can also include questions created *during* the interview process. the subject’s needs and insights.

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| **Skill** | **Novice** | **Intermediate** | **Expert** |
| **Types of**  **Questions** | Generates yes/no questions | Asks relevant, topic-based questions | Asks open-ended questions to elicit stories |
| **Recording Information** | Records all information provided by subject | Records most pertinent information that is useful upon review | Records most pertinent information and shows evidence of prioritizing what is useful during and after the interview |

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