

## **IDEO** INTERVIEW

***There's no better way to understand the hopes, desires, and aspirations of those you're designing for than by talking with them directly.***

Interviews really are the crux of the Inspiration phase. Human-centered design is about getting to the people you're designing for and hearing from them in their own words. Interviews can be a bit daunting, but by following these steps below you'll unlock all kinds of insights and understanding that you'll never get sitting behind your desk. 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.

### **Steps:**

- 1** No more than three research team members should attend any single interview so as to not overwhelm the participant or crowd the location. Each team member should have a clear role (i.e. interviewer, note-taker, photographer).
- 2** Come prepared with a set of questions you'd like to ask. Start by asking broad questions about the person's life, values, and habits, before asking more specific questions that relate directly to your challenge.
- 3** 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. If you're relying on a translator, make sure he or she understands that you want direct quotes, not the gist of what the interviewee says.
- 4** What the person says is only one data point. Be sure to observe your interviewee's body language and the context in which you're talking.

## **PERSONAS** AND HOW TO

***A persona is a representation of an audience/user, usually based off of user research and incorporating user goals, needs, and interests.***

A persona is a way to model, summarize and communicate research about people who have been observed or researched in some way. A persona is depicted as a specific person but is not a real individual; rather, it is synthesized from observations of many people. Each persona represents a significant portion of people in the real world and enables the designer to focus on a manageable and memorable cast of characters, instead of focusing on thousands of individuals. Personas aid designers to create different designs for different kinds of people and to design for a specific somebody, rather than a generic everybody.

Personas allow the designer to have a greater understanding of the audience/user at the outset of the design process and as a tool used in the design process. Personas can: build empathy for the audience/user., develop a focus for the site/product being developed, assist in making important design, organizational and functional decisions.

### **Steps:**

- 1** Interview and/or observe an adequate number of people.
- 2** Find patterns in the interviewees' responses and actions, and use those to group similar people together.
- 3** Create archetypical models of those groups, based on the patterns found.
- 4** Drawing from that understanding of users and the model of that understanding, create user-centered designs.
- 5** Share those models with other team members and stakeholders.