SAND & MEHR

info@sandundmehr.com
sandundmehr.com

27211 Bassum
Deutschland



Interviews.

Your UX research interview guide

Prepare your research question and conversation, then record your analysis. Fill in digitally and save locally.

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Prepare your interview guide

Identify the decision your interviews need to inform. Ask about events the participant has actually experienced.

Project or internal working title

Which decision should the research inform?

Which research question do you need to answer?

Who has experienced the situation themselves?

Opening question, core questions and possible follow-ups

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Analyse the conversation

Use an internal participant code. Keep the reported experience separate from your interpretation, preserving context for the decision.

Participant code and event discussed

Reported sequence and specific statements

Your interpretation and unresolved questions

Which design question or next investigation follows?