

INTERVIEWS



WHEN? / OBJECTIVE ✕

Once we have defined the scope of the project and we need to deepen in knowing first-hand details of behavior, aspirations and fears of people.

TAKE INTO ACCOUNT ✕

The way you ask the questions and conduct the interview influences the responses of the interviewed. It is not a problem, but it must be taken into account when drawing conclusions (and comparing interviews carried out by different interviewers). There is the role of interviewer, interviewee and there may even be an observer role (they do not interact but witness the interview).

WHAT DOES IT CONSIST OF? ✕

Many times we detect behavior patterns but we do not understand the intrinsic motives. Drill down to understand the reasons that move people is important to be able to propose relevant solutions. Through individual interviews we will try to delve into qualitative aspects that we can not come up with general surveys.

It could also be useful for:

- > In validation phases to validate the relevance of the Design Scope.
- > To obtain qualitative information from potential users or end customers on the use, perception or opinion of concepts.

STEPS >>>

1

Define the objectives of the interviews, what are the aspects in which you want to deepen.

2

Decide the number of interviews you are going to carry out and what type of profiles.

3

Prepare the interview and the questions to ask based on the objectives.

4

Conduct the interview, document all the information at the same time in the way you can, either by taking notes or recording.
Later digitize the interview.



WHEN? / OBJECTIVE ✕

When we want to obtain quantitative data on the problem we are analyzing and inquire about how it affects different profiles of users.

TAKE INTO ACCOUNT ✕

The way we formulate the questions is important, putting ourselves in the place of the interviewee and maintaining the balance between the multiple options, open questions and other more specific ones.

WHAT DOES IT CONSIST OF? ✕

A survey or questionnaire is a primary research tool. In most cases it is designed for statistical analysis, seeking to obtain information on a large sample of potential users.

For surveys, you can use existing online tools that facilitate your response, data collection and organization of information in tables and graphs.

STEPS >>>

1

Define and prepare research questions, structure the questions so that the survey has a clear flow.

Think about the sections in which analysis should focus on.

2

To do a good survey think about the understanding of questions, use of clear language.

Combine multiple choice questions with more open questions in which the user speaks from her own experience or point of view.

3

Choose between creating a free online survey or doing it through a specialist.

4

Distribute the surveys to all potential participants, you must seek diversity within your profile, spread the survey in all possible ways to reach the target person. Collect the results.

5

Analyze the results of the survey and draw conclusions.

PERSONAS



WHEN? / OBJECTIVE ✕

The “personas” are archetypes built after an exhaustive observation of potential users, it helps us represent in different profiles the characteristics corresponding to an identified group representative.

TAKE INTO ACCOUNT ✕

It seeks to represent the users, for this it is chosen to generate caricatured profiles but always keeping in mind the objective information identified in the exploration and giving importance to all nuances and the “insight” of user.

WHAT DOES IT CONSIST OF? ✕

The characters are archetypes constructed after a thorough observation of potential users.

Each person is based on a fictional character whose profile meets the characteristics of an existing social group.

This way, people assume the attributes of the groups they represent from their social and demographic characteristics, to their own needs, wants, habits and cultural background.

STEPS >>>

1

Using the research findings as a basis, decide 3 typical people with their most characteristic factors (it is important that they are diverse and easily distinguishable between them).

2

Identify this person under a “caricatured” name and the 3 #hashtags that most describe him/her.

3

Develop the different base points of the template:
> Description
> Lifestyle

4

Lastly, select which measurable factors are relevant to know and reflect in this specific case and measure their proportion. For example: health, social welfare, purchasing power...

Choose a photo that represents the person



PROVOCATIVE TITLE
(CARICATURE)

Lifestyle, how she/he behaves, what she/he does...

Purchasing power

Physical well-being

Emotional well-being

Social well-being

Leisure time

Main values that define the person





WHEN? / OBJECTIVE



It helps us to focus our attention on different aspects of what a person thinks, feels, sees and hears.

In addition, it helps us to synthesize ideas and crystallize the conclusions of the interviews.

TAKE INTO ACCOUNT



The information that we represent on the map should be based on the interviews and observation that we have been able to carry out, not simply on intuitions or assumptions.

The template can be used as a guide to generate of questions for interviews.

WHAT DOES IT CONSIST OF?



La herramienta “Mapa de Empatía” ayuda a cristalizar información obtenida de usuarios/as. Después se analizan diferentes mapas de empatía y se agrupan por tipología de personas.

Consiste en comprender a las personas desde diferentes ángulos: lo que piensa, dice, siente, ve, oye, así como sus miedos y deseos.

STEPS >>>

1

Print “Empathy Map” templates.

2

Complete the information following the questions that are proposed:
> What do you see? What does your environment look like?
Who are your family, friends, colleagues ...?
> What do you hear? What do you hear from friends, clients,

bosses and colleagues or from advertising?
> What do you think and feel? What is important to him / her? What are your dreams? What are you worried about?
> What does it say and do? What does he say to others? What is he doing?

3

Having analyzed these points about the user, we go on to identify their frustrations and desire:
> What are your pain points? What challenges and risks do you face every day?

> What makes you happy? What do you really like? What makes something successful? How do you achieve your goals?

EMPATHY MAP

4 >>> THINKS AND FEELS

2 >>> LISTENS

1 >>> SEES

3 >>> SAYS AND DOES

5 >>> FEARS AND FRUSTRATIONS

6 >>> DESIRES AND ASPIRATIONS



THE
FUTURE
GAME

FOCUS GROUP



WHEN? / OBJECTIVE

When we need to dig deeper around the thematic of the starting point, introducing in the process a vision of external agents.

It helps us arrive at qualitative data and have a better understanding of the problem through dialogue and collective debate with agents participating in the focus group.

TAKE INTO ACCOUNT

The organization and planning in advance of the session is as important as the collection of information during the session to obtain relevant conclusions.

WHAT DOES IT CONSIST OF?

Focus groups are group discussions of 6 to 12 people, led by a moderator. This method is used to obtain comments, a greater understanding about a certain problem that affects that group or ideas about the design of a product or service in an open conversation.

It could also be helpful for:

> This session format can be used in product / service ideation or testing processes. In this case, the questions and exercises must be reoriented so that they respond to the objective, which is more aimed at evaluating than contributing.

STEPS >>>

1

Select a moderator and decide on a topic to discuss. Plan the session, write the questions, procedures and agenda for the session.

2

Recruit participants according to target group and objectives of the session.

3

Organize a room / space where the group can sit around the table and discuss the different questions.

4

The moderator prepares the session and initiates, manages and concludes the conversation.

5

Assign someone to take notes and collect comments from the session.

6

Analyze the session and summarize the discoveries in a document.