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experience design, the book reminds us that interviewing is a craft, and that the quality and care you put into it will make for better design outcomes.

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digs into the world of market research and ethnography. If you're entering the world of user testing, I suggest first reading Rocket Surgery Made Easy by Steve Krug. That book does a great job of providing a foundation and overview.

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Interviewing Users Portigal Ask people how they would solve a problem
Participatory design “I wish it had a handle” doesn’t mean we implement the requested solution literally Many ways to solve the underlying need (“I need to move it around”) Designers work with

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this data to generate alternatives

Engage people in the non-literal through
games and role-playing Uncover
underlying principles and explore areas
of opportunity that don't yet exist

How to Interview Users to Uncover Insights

The use of technology in general; The

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use of your product/service; The user's main objectives, motivations and preferences; The user's pain points; While it's a good idea to chunk up the things you'd like to cover, let your interview unfold organically, and be prepared for the conversation to follow an alternative path to the one you planned.

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5 Clever Interview Questions to Uncover Candidates' Hidden Strengths.

Samantha McLaren. July 9, 2018. Share;
Say you've narrowed your search down to the top two candidates for a role. You eventually pick the one with slightly more experience—without ever realizing

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that the other is an incredible strategist
who made a huge impact...

5 Clever Interview Questions to Uncover Candidates' Hidden ...

User interviews can be a great way to extract information from users for user experience understanding, usability understanding and ideation. They are

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cheap and easy to conduct and can be readily conducted by anyone who can ask questions and record the answers. Before we look at how to conduct user ...

How to Conduct User Interviews | Interaction Design Foundation

Create a rapport with the user. People are more likely to remember, talk, and

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let their guard down if they feel relaxed and trust the interviewer and the process. Here are some tips for an effective interview. Have a video call or phone call (or at least some interaction) with the user before the interview itself.

User Interviews: How, When, and Why to Conduct Them

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Interviewing is central to much design research. Good interview-based projects can be hard to pull off. Steve Portigal's book is packed with useful tips, illustrative examples, cautionary tales, and how-to advice for planning and conducting interviews, as well as analyzing and presenting data gathered.

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**Interviewing Users - Rosenfeld
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Interviewing Users: How to Uncover
Compelling Insights Released in 2013,
Interviewing Users has quickly become a
classic, recommended for anyone who
should be talking to users. Researchers,
designers, managers and leaders all
benefit from interviewing techniques

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and tools that enable you to conduct
informative interviews with anyone.

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—Steve Portigal, author of “Interviewing
Users” So, interviewing is a skill, but it’s
a skill that can be learned, and the first
step involves knowing when to use

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interviews and when not to use them.

Pros and cons of user interviews “What users say and what they do are different.”

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How to Uncover ...

UX research expert Steve Portigal, author of the book "Interviewing Users" gave this talk at the Lean Product & Lean UX Silicon Valley Meetup on May 24, 2016...

Steve Portigal on How to Interview Users to Uncover Insights at Lean

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Don't give up questioning early. Keep digging to get to the core reason why someone does or thinks something. The technique is called 'Five Whys' because you literally ask "why" five times to understand the core reason why someone does something. E.g.

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**The Art of the User Interview -
Springboard**

Portigal, Steve. 2013. Interviewing
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Insights. New York: Rosenfeld Media. rosenfeldmedia.com/books/interviewing-users/

Interviewing Users: How to Uncover

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Predictable interview questions like “Where do you see yourself in five years?” probably won’t tell you much. Neither will a series of “yes-or-no” questions. To determine whether someone is a good fit for the job, you want to draw them out, ask a mix of technical and situational questions, and

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17 Must-Ask Tech Interview Questions | Robert Half

Excel interview questions provide the opportunity to show you are highly knowledgeable about the common spreadsheet software implemented in

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offices around the world. Because Excel features and benefits are desirable, it is a widely used program. As a result, Excel interview questions could be present in a number of interviews, for positions ...

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