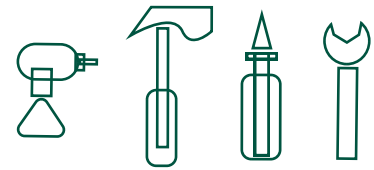


# Interviews

## Writing Questions



This is a crucial step in the process of conducting interviews. The quality of questions that you craft determines how useful your findings will be. Here are some things to keep in mind as you formulate the questions you want to ask your participants.

### EXAMPLE:



#### **Step 1: Determine your research goals**

As a team, work together to develop a research goal that outlines what you're aiming to accomplish with your effort.

*We want to perform research to make our website a better fit our users' unique online application needs.*



#### **Step 2: Outline the user behaviors, pain points, and needs you want to understand**

As a team, think about what you need to learn or know about your users in order to accomplish this research goal

- *To understand whether or not users understand our online application process.*
- *To understand what makes our users frustrated during an online application process.*
- *To understand what great online application processes the users have experienced (if any).*



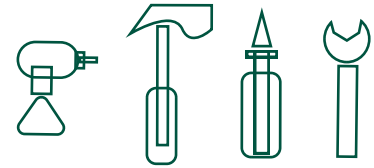
#### **Step 3: Create your questions**

For each research objective, think of a few questions you could ask during an interview to get the information you need to fulfill the research goal.

- *“Did you get frustrated at any point in the application process?”*
- *“What frustrated you about the application process?”*

# Interviews

## Writing Questions

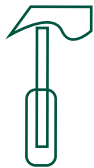


This is a crucial step in the process of conducting interviews. The quality of questions that you craft determines how useful your findings will be. Here are some things to keep in mind as you formulate the questions you want to ask your participants.



### **Step 1: Determine your research goals**

As a team, work together to develop a research goal that outlines what you're aiming to accomplish with your effort.



### **Step 2: Outline the user behaviors, pain points, and needs you want to understand**

As a team, think about what you need to learn or know about your users in order to accomplish this research goal



### **Step 3: Create your questions**

For each research objective, think of a few questions you could ask during an interview to get the information you need to fulfill the research goal.