

User Interview Discussion Guide: Nurturing Meaningful Conversations

Below, you'll find an example interview script that aligns with Teresa Torres's Continuous Discovery Habits framework. This sample discussion guide revolves around a fictional study focusing on individuals who sell their handmade art on Etsy.



Tips:

- Feel free to copy and adapt this script to suit your needs.
- Consider conducting a trial run with a test audience before engaging with actual participants.
- Begin your script with a broad introduction to establish a comfortable environment, gradually delving into more specific topics.
- Avoid leading or loaded questions:
- ASK: What do you think about this product feature?
- DO NOT ASK: What do you like about this product feature?
- After a response, take a moment to reflect back on what you heard.
- Be patient with moments of silence, as participants may be thoughtfully considering how best to articulate their thoughts.

Thank you for joining me today. I'm [NAME], a [X] from the team, and I truly appreciate your time and willingness to share your insights.

The purpose of this session is to gain a deeper understanding of your experiences as someone who creates and sells art online. If I ask a lot of "why" questions, it's simply to ensure I comprehend your experiences. There are no right or wrong answers, and you are free to end the interview at any point.

The session should last approximately X minutes.

If we are recording the session, please note that it is solely for research purposes.

Are there any questions before we begin?

Topic 0: Introduction & Warm-up

Learning goals: Gain insights into participants' backgrounds, motivations, interests, pain points, and daily routines.

- To start off, I'd love to learn a bit about your background. Where are you joining us from today?
- Tell me about your work. What does a typical workday look like for you?
- Paint a picture of a typical weekend in your life.
- Which apps and websites do you find yourself using most frequently?

Topic 1: Their Art

Learning goals: Explore the type of art participants create, their creative process, sources of inspiration, and motivations for selling.

- Please share more about your art.
- Could you walk me through the process of creating a [linocut, watercolor painting, needlepoint, etc]?
- How did you first get started with [X]?
- How do you decide what to create?
- What led you to start selling your art online?
- How would you characterize the people who purchase your art?

Topic 2: Experience Selling Art on the Internet

Learning goals: Dive into participants' experiences as sellers.

- Which websites and platforms have you used or currently use to sell art online?
- What influenced your decision to choose Etsy as a seller platform?
- How would you describe your overall experience as an Etsy seller?
- Take me through the most recent time you listed an item on Etsy.
- What was the most challenging aspect of that process?

Topic 3: Unicorn Wishes & Wind Down

Learning goals: Explore potential opportunities and conclude the session.

As our conversation draws to a close, I'd love to hear what I call "unicorn wishes." If you could make any change to the user experience, product design, or your own workflow, what would it be?

- Is there anything I should have asked about that we haven't covered?
- Do you have any questions for me?

Once again, I want to express my gratitude for your time and for sharing your experiences. Thank you for connecting with me and providing valuable insights.