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Compelling Insights by Steve Portigal 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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Advanced techniques to uncover values, motivations, and desires. User interviews are a fast way to learn about your users: what they think, feel and even need. Like usability testing, interviewing users is a challenging method for new researchers

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because questions and interviews are difficult to design and do well, and analyzing the large amount of varied qualitative data can be challenging.

User Interviews: Advanced techniques to uncover values ...

Interviewing Users Portigal The interview

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guide (or field guide) A detailed plan of what will happen in the interview □ Questions, timing, activities, tasks, logistics, etc. Transforms questions-we-want-answers-to into questions-we-will-ask Share with team to align on issues of concern □ Especially with multiple teams in the field Helps you ...

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How to Interview Users to Uncover
Insights

Before the interview day, and also at the start of the actual interview, explain the reason for the interview, and how the data from it will be used. Make the user feel heard by taking notes, nodding, frequent

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eye contact, offering acknowledgments like "I see," and repeating the words the user said. Let users finish their thoughts.

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

Interviewing is central to much design research. Good interview-based projects

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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.

Interviewing Users - Rosenfeld Media

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5 Compelling Insights
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 that the
other is an incredible strategist who made

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At a more general level I found
Interviewing Users refreshing because, in
a time where lean and agile practices
sometimes put pressure on us to hack

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through user insight part of user 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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In the days before your job interview, set aside time to do the following: 1. Start by researching the company and your interviewers. Understanding key information about the company you're interviewing with can help you go into

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21 Job Interview Tips: How to Make a
Great Impression ...

Try to avoid questions that start with
"Would you", "Did you", "Is it". In turn,
ask open-ended questions that start with
who, what when, where, why and how.

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You'll elicit more information and better stories by encouraging your participants to elaborate and explain in greater detail.

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