



User interview discussion guide

Below is an example interview script that follows [Teresa Torres's Continuous Discovery Habits framework](#). This sample discussion guide is based on a fictional study with people who sell their handmade art on Etsy.

TIPS:

- Copy and adapt this as needed.
- Try out your script with a test audience before sitting down with participants..
- Start your script with a broad introduction to get participants comfortable and then narrow down into more specific topics.
- Don't ask 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 the person responds, make sure to reflect back what you heard to them.
- Be patient with silence—your participant may be thinking about how to best express their thoughts.,

Thank you so much for taking the time to talk with me today. My name is **[NAME]** and I am a **[X]** with the team.

The purpose of this session is to learn more about your experience as someone who creates and sells art online. If I ask 'why' quite a lot, it's just to ensure that I understand your experiences. There are no right or wrong answers and you are free to stop the interview at any time.

The session should last around X minutes.

IF RECORDING: We'll be **recording** the session (for research purposes only).

Are there any questions before we get started?



Topic 0: Introduction & warmup

Learning goals: Get a sense of who your participants are—their motivations, interests, pain points, and the patterns of their daily lives.

- To start off, I'd love to learn a little bit about your background. Where are you dialing in from today?
- What do you do for work?
- What is your typical workday like?
- What does a typical weekend look like for you?
- What are some of the apps and websites you use most often?

Topic 1: Their art

Learning goals: Learn more about the kind of art they make, why they create it, what inspires them, and their motivations for selling.

- Tell me about your art.
- Can you walk me through the process of creating a [linocut, watercolor painting, needlepoint, etc]?
- How did you start doing [X]?
- How do you decide what to create?
- Why did you 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: Dig into their experience as a seller

- On which websites and platforms do you sell/have you sold art online?
- What made you choose Etsy as a seller platform?
- How would you describe your experience as an Etsy seller?
- Walk me through the last time you listed an item on Etsy.
- What was the most challenging part of that process?

Topic 3: Unicorn wishes & wind down

Learning goals: Dive into potential opportunities.

Our time is coming to a close and I'd love to wind down with what I call unicorn wishes. If you could make any change to the user experience/product design/your own workflow/what would it be?

Finally,



- What should I have asked about?
- Do you have any questions for me?

Thank you again for taking the time to connect with me and sharing your experiences with me.

