

Title of User Interview Guide

Owner: [name], last updated #/#/####

Describe the user you'll be interviewing to give a little background for the rest of your team and/or stakeholders.

Introduction

Kicking off an interview with a thoughtful introduction always helps ensure folks you're speaking to are at ease. Below is the introduction I have adapted for most of my research:

Thank you for joining us today. We will use the information we gain from this conversation to better understand your role and the challenges you face at [insert organization]. The information you provide will inform improvements to process and potentially inform a new product.

If you consent, we would like to record this session for our internal team. Everything you tell us will be confidential, and any direct quotes or insights we share will not be attached to your name or contain identifying information.

[If they say no] Since you do not feel comfortable being recorded, can we please take notes during this session so that we have a log of our conversation?

Before we begin, I want to make sure you know to speak openly and honestly: we are interested in your perspective so do not worry about representing the opinions of anyone else. If you would like to say something off the record, please let us know and we will stop the recording and / or make a note of it so that off the record information does not get shared publicly. Also, if there are any questions you do not know or cannot answer, that is perfectly fine.

Any questions? Let's begin! [start recording]

Sample Questions

I like to capture sample questions for each area I'd like to cover. Typically, I'll break up my script into the sections I captured as `Research Questions` in my [Research Plan](#) so that I leave my interviews with all core questions answered.

Conclusion

Closing questions help your conversation naturally progress to an end, while also helping your team identify next steps. My favorite question to ask at the end of a user interview is “Who would you recommend we speak to next?” as it helps with snowball recruitment.

Some sample questions I usually ask:

- Is there anything else you think we've missed?
- Who do you recommend we speak to next?
- Do you have any questions for us?