

**EXAMPLE Informal email without screening process:**

Hello [NAME],

Please allow me to introduce myself. I am [YOUR ROLE, POSITION, COMPANY INFORMATION]. Part of the work we are doing involves ethnographic research with [TYPE OF PEOPLE YOU ARE INTERVIEWING] in a variety of locations.

At [COMPANY NAME], we are always looking for new ways to improve our products and customer experience. And the best way to do that is to ask the experts—our customers.

Could you spare 30 minutes sometime over the next week to talk with me? I'm hosting some informal conversations with a select group of our customers to learn more about your day-to-day work goals and challenges, gaps in information, and how you make purchase decisions around [YOUR PRODUCT OR SERVICE].

Your input is extremely valuable to us, and will help us deliver even better customer experiences and products for your organization. The interviews we are conducting are:

- Approximately 30 minutes in length
- Informal and conversational (there's nothing to review or prepare ahead of time, you can relax!)
- Recorded for analysis purposes only. None of your responses will be shared in a way that could be attributed to you. Responses will be kept anonymous and findings will be shared in aggregate.

We've created a calendar to make it easy for you to sign up for a time slot that works with your schedule. Please have a look and see if there's a time that works for you. Let us know if you'd prefer a time that isn't listed and we can work to find a spot that does.

You can sign up for your interview here: [LINK TO YOUR BOOKING APP]

Thank you in advance,  
[YOUR NAME]

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**More formal email with screening process would also include:**

- A prior email with a link to your screening survey you would need to first screen participants (and let them know that they could be invited to participate in the research if they fit the criteria)
- Information on compensation or incentive