

Interview Guide

Client Name | Date



Description of Project:

[Include a brief description of the project.]

Goal of Discovery Interviews:

Overall, as part of our discovery interview process we want to get:

- Facts about existing site functionality and tasks that need to get done + technical limitations and business constraints for new site going forward
- Main touch-points and rational objectives of end users and internal stakeholders
- Understanding of pain points and emotional goals
- Ideas about how best to improve the website going forward (priorities)

Interview Questions

Facts

- *WHO* - Tell us about your role(s) at [Organization].
- *WHAT* - Please describe the various ways you touch, influence, interact with or react to the website (or sites) listed in the Description of Project section.
- *WHEN* - How often? For how long?
- *WHERE/HOW* - What's the physical environment (desk, table, sitting on the subway)? What device are you using to do your tasks?

Objectives

- What is your main objective as it relates to the [product]?
- Do you use any tools or resources to help you achieve this objective? If so, what do you use and for what purpose?

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- What does the success of this project look like to you?
- What are the barriers that could get in the way of achieving that success?

Emotions

- What do you like best about the current site(s)? Why?
- What frustrates you most about the current site(s)? Why?

Ideas

- Given your knowledge about the existing site(s), what are some areas that you think are critical to improve or pay special attention to? Why?
- Have you had any personal experiences where the site has failed or underperformed in some way?
- Have you heard any stories from end users?
- If you had a magic wand and could just instantly change one thing, without thinking about budget or feasibility, what would that one thing be?

Is there anything else you think we should know that we haven't covered?

Please feel free to email [project team members] with any post-interview follow-up questions, comments, or concerns.