

Gaining Market and Customer Insights through In-Depth Interviews



Week Four



Contents of this Video

- Week Four Learning Objective
 - Conduct phone, video or in-person interviews
- Determine Phone vs. Video vs. In-person
- Preparing for an Interview
- Tips when Interviewing
- Week Four Assignment Instructions



Course Syllabus

Week	Learning Objectives	What You Will Learn	Attachments	Assignment
1	<p>Define the scope of the research project</p> <p>Create an issue tree</p>	<ul style="list-style-type: none"> How to frame up the project, in order to socialize it with your co-workers / supervisor / client, and gain consensus on what problem(s) you are trying to solve with the research Definition of an issue tree, how to construct one, and what level of detail to include at this stage 	<ul style="list-style-type: none"> SCQH article Issue tree example 	Create SCQH and issue tree
2	Describe the target personas	<ul style="list-style-type: none"> How to create persona profiles, and how to prioritize which persona(s) should be targeted for research 	<ul style="list-style-type: none"> Persona templates 	Create persona document
3	<p>Create an interview guide</p> <p>Recruit customers for the research</p>	<ul style="list-style-type: none"> What constitutes a good interview guide for particular lengths of interviews (e.g., 30 minutes vs. 60 minutes), how to start and end an interview, and the importance of open-ended questions Methods for identifying, soliciting and securing agreement from your interviewees 	<ul style="list-style-type: none"> Interview guide example 	Create interview guide
→ 4	Conduct phone, video or in-person interviews	<ul style="list-style-type: none"> How to prepare for a good phone interview, as well as processes and technologies to help them be successful 	<ul style="list-style-type: none"> Best practices when conducting an interview Recording of past interviews 	5-10 minute audio / video recording of a mock interview
5	<p>Analyze interview transcripts</p> <p>Identify recurring themes, voices and key takeaways</p>	<ul style="list-style-type: none"> The value of recording and transcribing interviews, and a method to identify the right data contained in the interviews How to "boil the ocean" and pull-out the most-important messages from the body of interviews 	<ul style="list-style-type: none"> Transcript examples Affinity diagrams 	Read three transcripts and develop an affinity diagram
6	Develop a report of the research	<ul style="list-style-type: none"> Common report templates and storylines, and how to frame the results appropriately for the audience you're presenting to 	<ul style="list-style-type: none"> Final report examples 	Slides or document summarizing market intelligence gleaned from research



Where are we in the Masterclass?

- Last Week
 - Interview guides
 - Recruitment
- This Week
 - Preparing for the interviews
 - Tips for successful interviews

Determine Phone vs. Video vs. In-person



Positives

- Low-cost
 - You and interviewee can do it from anywhere
 - No internet connection required
 - People tend to talk more when they're not being watched
- Relatively low-cost
 - Allows observation of facial expressions
 - People can choose to just use audio if they don't have/want video
- Most-personal method; allows you to connect better with the person
 - Allows observation of body language, facial expressions, and emotions which can be good cues for your questions

Downsides

- Can't see body language
 - Harder to understand emotions
 - Person may try to multi-task and not be fully-engaged in the interview
- Not everyone is comfortable using video conferencing or being on camera
 - Requires a good internet connection
 - Room backgrounds can be a distraction
- Can take more time (and money) when travel is involved
 - Some people may be less open if you're speaking to them in-person at their workplace; also can be prone to interruptions

Recommendation: Go for the phone call

Other Determinations



- Recording the interviews (recommended)
- Transcribing the interviews (optional but very helpful)
- Scheduling the interviews
 - Do-it-yourself with email and calendar invitations
 - Consider using an online poll or calendar tool (e.g., Calendly, Doodle) to share your available times with people
 - Have someone assist

Preparing for the Interview

- Research the person you'll be interviewing, using LinkedIn, their company's website, Google search, and insights from the person who helped recruit them
- Review interview guide and highlight any questions you particularly want to ask this person
- For phone / video interviews:
 - Secure a reliable conference line or video conference service that offers recordings and makes it easy to access / download them
 - Have the person's phone number and email address, in case they're not joining the call and you need to remind them 😊
 - Use a good microphone so you have high-quality audio
- Find a place for the interview where there will be limited background noise and few distractions



10 Tips when Interviewing

1. Arrive to the location or conference line early
2. Greet the person by name and use their name frequently in the interview
3. Start by explaining your purpose to make sure they're clear of the scope and that it is consistent with what they agreed to earlier
 - Explain why you're doing the research and how it will be used
 - Confirm the duration of the interview that's been agreed to (e.g., 30 or 60 minutes)
 - Confirm that recording the conversation is okay
 - Confirm the confidentiality of the information, and that it will only be used by you for research and not be made public
4. Remember to start the recording
5. Start with a meaningful but easy opening question (open-ended)
6. Listen! Be curious! Let them talk!
7. Type some notes, but don't try to type everything they say
 - This is why its great to record the interview so you can go back and listen later
8. Confirm your understanding of key points by re-stating / re-phrasing what the person said ... this shows you are listening
9. Watch the clock and your interview guide, to make sure you're going to get through your key questions
10. End the call with a sincere thank you





Your Week Four Assignment

- Create a 5-to-10-minute recording of yourself conducting an interview
 - Find a colleague to be your interview subject
 - If possible, use the interview guide you developed for this masterclass ... test it out on someone
 - But, feel free to define a different governing question for the interview to make it easier on you and your colleague (e.g., Who will win the Super Bowl?)
- Post to the Discussion Group by Monday February 8 at 12:00 PM Pacific
- Review at least one other member's recording and provide comments/feedback



**Thanks and enjoy recording
your interview!**