

# Interviews & Scripts: Rules of Thumb

## Rule 1: Average Isn't Good Enough

Never ask for a "typical" day or an "average" experience - ask for specific, concrete examples.

**Instead Of:** "What do you normally buy when you go grocery shopping?"

**Ask:** "The last time you went to the grocery store, what did you buy?"

## Rule 2: Gather Evidence, Not Opinions

Don't ask the interviewee to make a judgment for you.

Hypotheticals don't matter; the interviewees don't know their needs or what's really available to them - that's for you, **as the expert**, to decide.

**Instead Of:** "If you could have an app that helped you buy groceries, what would you want it to do?"

**Ask:** "What did you do before and/or after going to the grocery store the last time you bought groceries?" This gets to the core of what the hypothetical was asking - which is to understand what other activities occur around the act of buying groceries, and what their relative values are.

## Rule 3: First-Hand Experiences Only

Hearsay doesn't matter and don't trust guesses about what "other people" do, say, think, etc. Unless that person is in front of you, you can't ever actually be sure.

Sometimes it's not possible to literally observe someone engaging in a task, BUT ask for artifacts, ask to act things out - do more than just discuss in the abstract

If someone says "I personally don't want a grocery cart that loudly counts the calorie value of food, but other people probably would..."

**Instead Of:** "Why do you think they would like that?"

**Ask:** "Why don't YOU want that?"

## Chase leads! But be mindful.

When chasing leads, you go off script, so it becomes easy to ask questions that deviate but try to remember these rules. Always ask why. Ask for specific examples.