



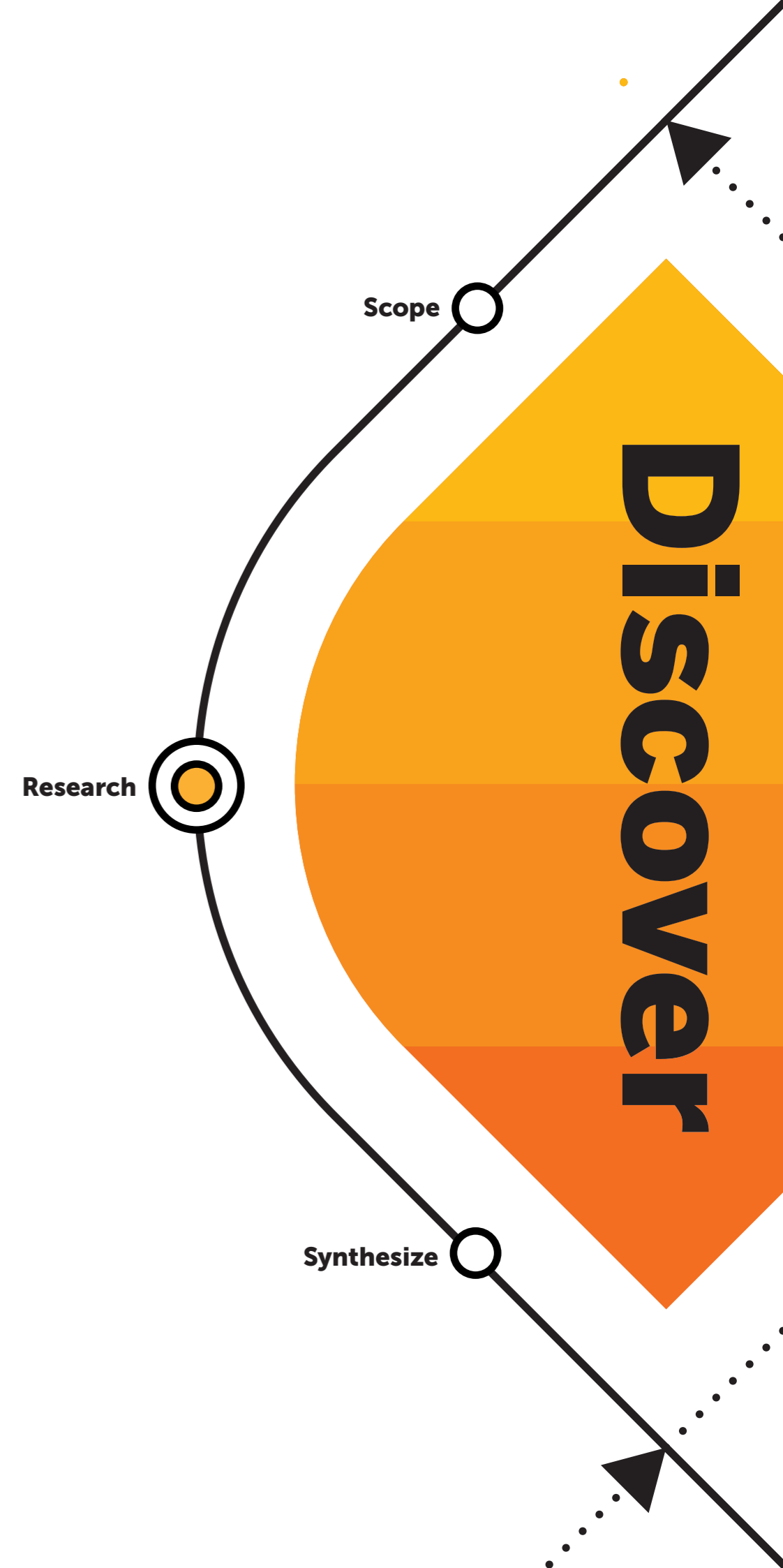
DISCOVER PHASE / Joint Activity

Interview Preparation Guide

Brainstorm upcoming interview questions with your team members and create an interview script.

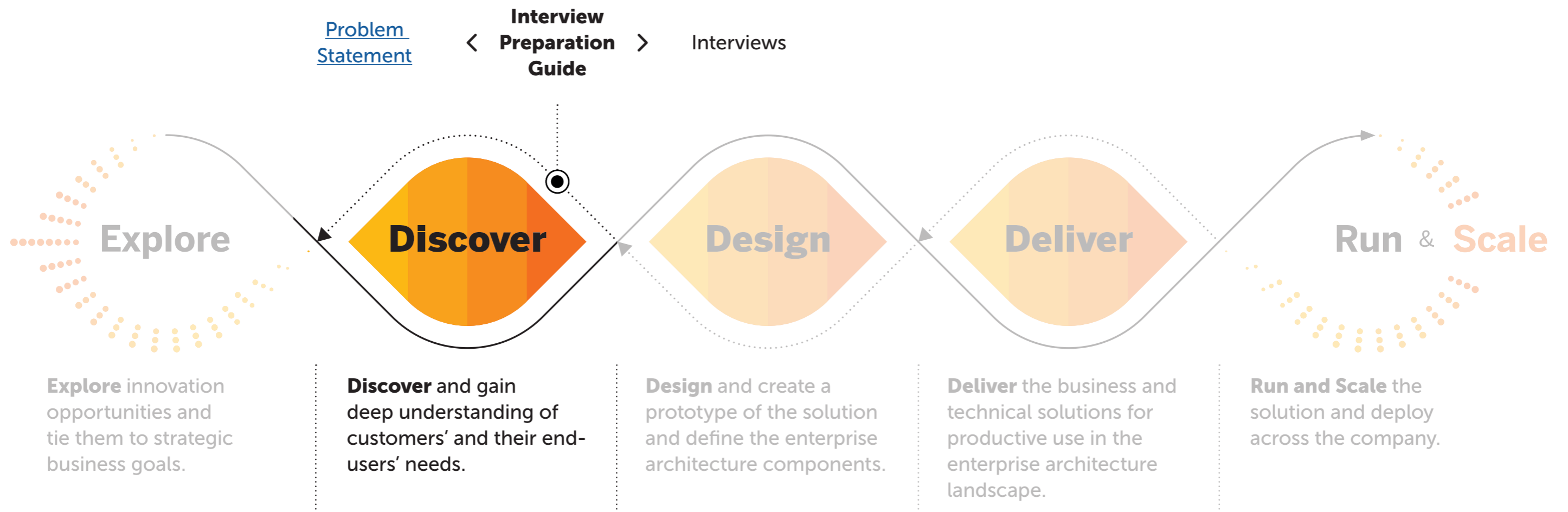
Why to use an Interview Preparation Guide

The Interview Preparation Guide helps your team brainstorm questions and create an interview script. This guide allows your team create alignment and consistency on what to cover during interviews.



When to use an Interview Preparation Guide

We use the Interview Preparation Guide to get ready for user interviews in the Discover Phase.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to use an Interview Preparation Guide



Duration
45–60 Minutes



Participation
5–6 People



Roles
Designers, Business Leads

Steps

- 1** Explain the interview arc to the team members. An interview is a conversation with a beginning, middle & end.
- 2** Run a silent brainstorming session on what questions to ask to participants for Introductions, Build Rapport, Evoke Stories, Explore Emotions and Closing Thoughts.
- 3** Right after each participant places their questions on post-its along the interview arc, they should explain briefly.
- 4** Once all participants have moved their questions to the timeline, vote for the questions that should be part of the interview guide.

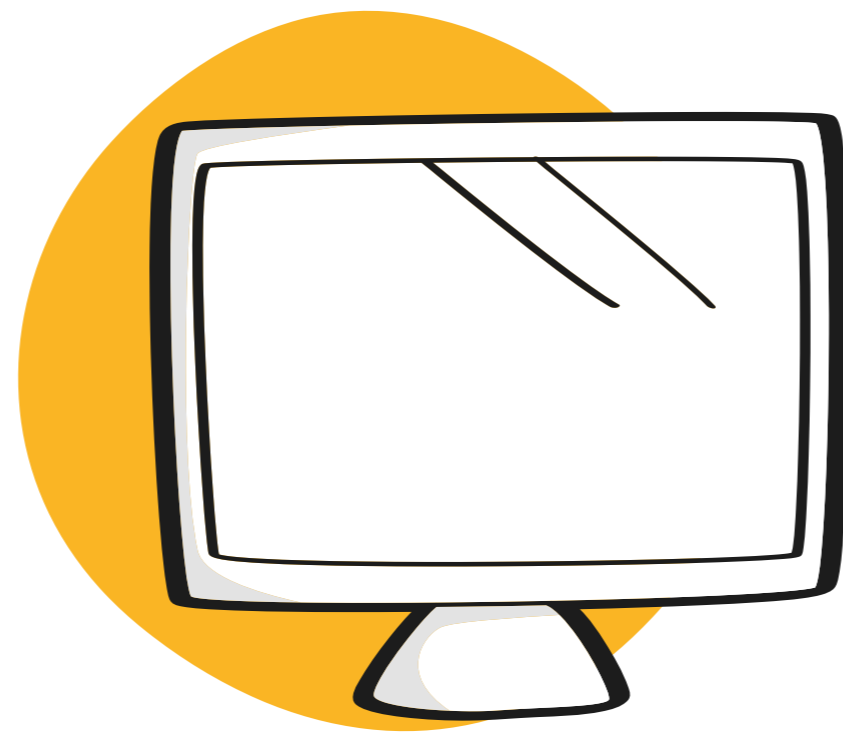
Expert Tips

Before the brainstorming starts, explain how to formulate interview questions. For example:

Ask open-ended questions such as “W-questions,” i.e., who, what, when, where and why.

Avoid leading questions, e.g., “Do you like your current health insurance?”

If necessary, help the participants reformulate questions.



Virtual Collaboration Template

MURAL Template

Interview Preparation Guide

Instructions

As preparation for an end-user interview you need to define which questions you would like to ask. This template will help you to identify those questions.

Time Needed
Ca. 30-45 min

Participants
5 - 6, min 2

How to use
Each participant starts with a silent 5 min braindump of possible questions. Right after, each participant places his/her post-its along the interview timeline while explaining briefly the questions.

Once all participants have moved their questions to the timeline, vote for the questions that shall be part of the interview guide.

Interview Guide

Prepare your upcoming user research activities and create an interview guide.



1. Silent Braindump (5min)

Formulate interview questions for an interview guide.

[Name Participant 01]

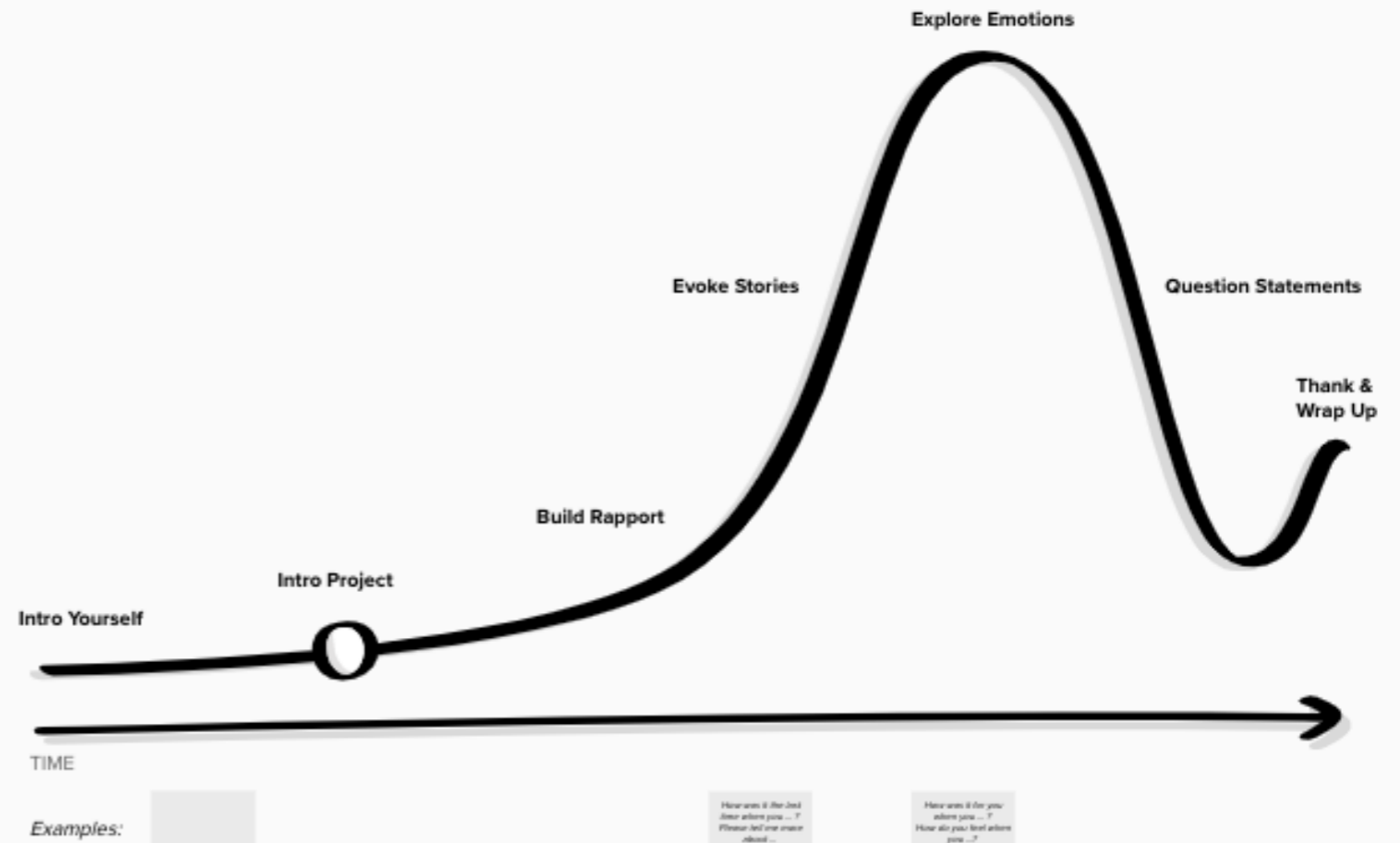
[Name Participant 02]

[Name Participant 03]

[Name Participant 04]

2. Collect and Structure all Questions (15min)

Place your questions below the time line.



Access the MURAL template: <https://app.mural.co/template/732e1d75-6903-4ce6-ab36-79d3ac76120b/e84ef78f-2988-4d81-9a7f-bf1483b8bdcc>