USER INTERVIEW EXAMPLE

1. Keep in mind the most important subject areas while you, together as a team, start considering who could be the potential external interviewees. You can for example do a customer selection criteria.

2. Validate the external interviewee candidates together with the business owners, as they can e.g. specify which countries you should be focusing on

3. Remeber to involve people who are working in close contact with the externals. Show them the customer selection criteria and have them suggest 5-7 suitable interview candidates from each country.

4. Choose approx. three externals per country for the interviews, and talk with your colleagues who are working with the externals in question. This way you ensure you understand the background of your interviewees and the topic at hand.

5. To avoid confusion, schedule the interviews through/together with these colleagues of yours who are in regular contact with the interviewees. Also consider sending out the interview questions prior to the interview. In external interviews, it is particularly important to consider cyber security and GDPR aspects.

6. Write down 2 x A4 with questions. You can use the internal interviews as inspiration.

7. Conduct and record the interviews in e.g. Microsoft Teams.

8. Assign each team member with an equal amount of interviews to go through. Then, listen to the recordings and write down most important findings on post-it notes.

9. Debrief the interview insights for example by doing a synthesis wall. In other words, start putting the post-its on a wall and organise them into clusters according to reccuring themes.

10. Collaboratively with the team, discuss the insights on the wall. Write down the most important findings and remember to take pictures of the wall!

11. Write a summary of the interviews that can be sent to all the external interviewees.