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ANGELS

Interview Guide

 atomix

Introduction to this *guide*

The objective of this guide is to help you make the most of your research tour.

By including best practice interview and probing techniques, you'll be able to enhance the quality and quantity of insights that you obtain from potential future end-users.

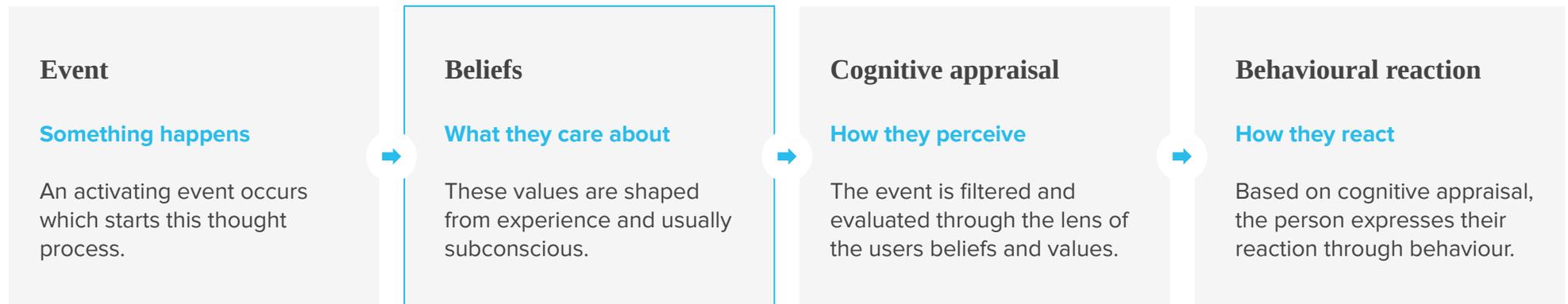
By understanding users, we can use this information to enhance the level of engagement, adoption and advocacy of the space law website. Obtaining quality insights will therefore play a large part in the success of the overall ANGELS project.

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How people *think and behave*

People react differently to the same events.

This makes it important to understand WHY they behave as they do. This helps us have a better understanding of their motivations, and pain points. The below thought process is a summarised version of multiple models and theories, to illustrate the way a person reacts to a situation.



Even though many people are not hyper aware of these subconscious traits, it is important to understand their underlying filters, which are influenced by motivations, expectations and more. This is because these attributes affect how users operate, which is linked to the success of the overall project.

We want to appeal to what they care about, because this is a powerful driver.

How people *think and behave*

Example of an impatient person, tolerant of risk

Event	Beliefs	Cognitive appraisal	Behavioural reaction
You require legal information and start a Google search. But the websites offered are poorly designed and have cluttered, and dense information.	You value your time and effort. It's frustrating to sift through dense pages. You expected the content to be more friendly because that's what you're used to.	This content sucks and I am not wasting my time on it.	Abandons website and puts off task altogether.

Example of a patient person, intolerant of risk

Event	Beliefs	Cognitive appraisal	Behavioural reaction
You require legal information and start a Google search. But the websites offered are poorly designed and have cluttered, and dense information.	You are risk averse, and therefore concerned about legal compliance. You are happy to spend hours reading content if it means avoiding risk.	I will read all this content, perhaps multiple times, to ensure that my company is protected and we can't get sued.	Reads the content for hours, to fully aid comprehension and decipher what is required.

It is likely that you will see patterns of common themes during your research.

These insights help us engineer better product experiences, that are more likely to succeed in user engagement, delight, and long-term adoption.

Setting learning objectives *by impact*

Learning objectives define what you want to gain from this research.

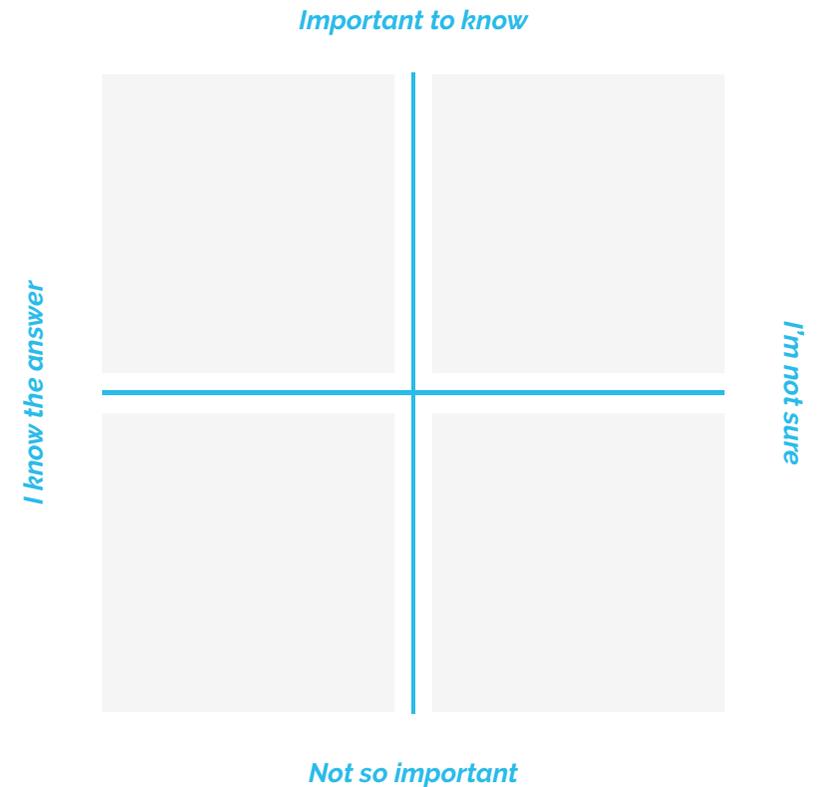
This ensures you can maximise the value of your interviews, by gathering key insights and answering any important assumptions you may have held.

Instructions:

1. Brainstorm notes of what you know, and what you don't know.
2. This will help you define what you want to learn or validate.
3. Place your note, on the matrix based on:
 - a. How important this is
 - b. How much you know already
4. Prioritise learning objectives from the top right quadrant.

Examples of what you may want insight on:

- Users will come to the website for . . .
- The most important information for users is . . .
- Users care about . . .
- A big challenge for users is . . .
- A key user goal is . . .



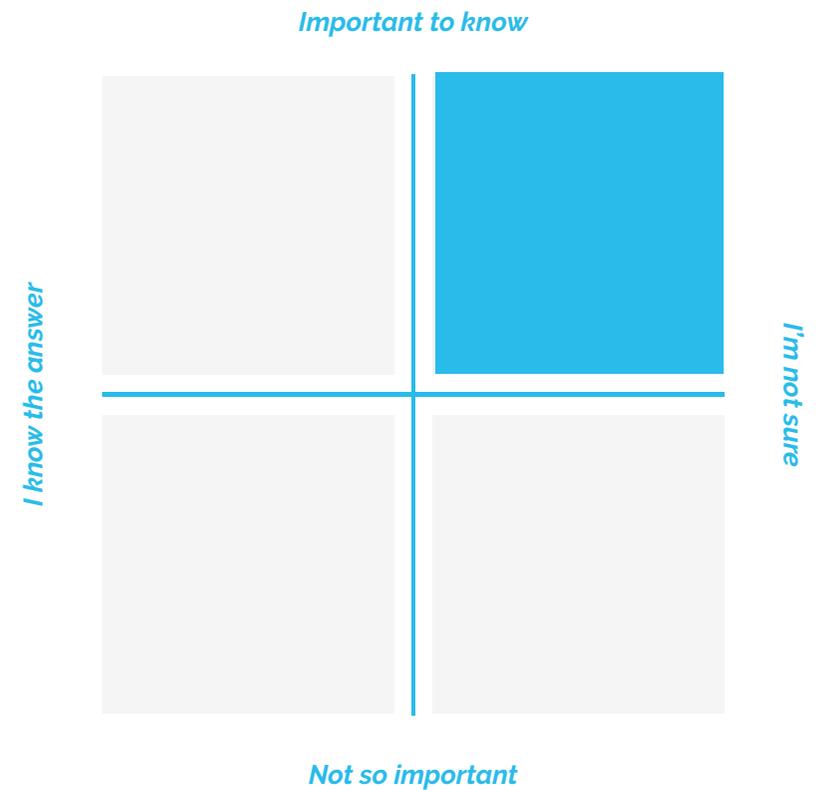
Setting learning objectives *by impact*

Important to know + least confident = High priority

Your key learning objectives will be used to develop the questions you may want to ask.

Prioritising the top right quadrant means that you can develop insight in the most valuable areas - ones that lack evidence, but are crucial to the project.

Adding questions that address these learning objectives will ensure you gain the user evidence required to support future strategic choices.



Setting learning objectives *by impact*

Rephrase your “want to learn” and/or “assumptions” into questions that target the concept.

Later on, this will enable you to develop participant questions that will generate insights on specific topics.

Examples

Want to know / assumption	Learning objective
Entrepreneurs may perceive space law as a barrier and blocker to commercial growth.	<ul style="list-style-type: none">• What are entrepreneurs attitude when it comes to space law? Why do they feel this way?
Users may struggle to find relevant information that is appropriate to their specific scenario.	<ul style="list-style-type: none">• Do users know what aspects of the law apply to them? If they did not, what would their approach be?
Funds for legal expenditure may not be prioritised.	<ul style="list-style-type: none">• Is this true? Why do users not prioritise the law?
Users are reactive rather than proactive when it comes to meeting legal requirements.	<ul style="list-style-type: none">• Is this true? Why do they behave reactively?

Setting learning objectives *by journey stage*

A good way to develop a broad set of questions, is by considering the users journey stages. This allows you to cover off a variety of scenarios.

A basic journey includes the following steps:

- Awareness
- Research
- Consideration
- Decision
- Retention, adoption, or advocacy

You can change these steps to be more applicable to your scenario.

<i>Standard example</i>	Awareness	Research	Consideration	Decision	Retention
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Setting learning objectives *by journey stage*

Examples

Stage	Learning objective
<i>Background context</i>	<ul style="list-style-type: none">• How do they classify themselves? (eg. academic, research, entrepreneur, engineer)• What devices do they mainly use? And for what activities?• Are they in a function that is global or multinational, thus requiring collaboration?
<i>Awareness</i>	<ul style="list-style-type: none">• When do users first realise their venture may have legal implications?• Did they start seeking information immediately? Why or why not?• Did users seek any information about starting a business? Why or why not? Where did they get information from?
<i>Research</i>	<ul style="list-style-type: none">• What is the first thing they do when looking for legal information? Why did they choose this method?• Have they ever looked for legal information? Where did they go? Did it meet their expectations? Why /why not?• What do they need to consider when determining relevancy and trust?
<i>Consideration</i>	<ul style="list-style-type: none">• What did they think of current legal information on the internet?• What kind of information sites do users like, and why?
<i>Decision</i>	<ul style="list-style-type: none">• What was the turning point for users to seek and implement legal requirements? Why was this important?• What influences were a factor, when the user made their decision?
<i>Retention, adoption and/or advocacy</i>	<ul style="list-style-type: none">• What sites do users frequently use for information in their field?• Would they continue using sites they dislike?• Would they share websites that they like?

Question *framing*

Your learning objectives will help you define and develop the questions you should ask in your interview.

This helps ensure all your questions are tied back to core aspects that you want to understand, because they add value to the success of the project.

Learning objective	<i>What you want to know (and why).</i>
Question	<i>What you will ask the user, to prompt the insight that may answer this.</i>

Examples

Learning objective	When do users first realise their venture may have legal implications?
Question	What prompted you to realise there may be law related to your idea?

Learning objective	I want to understand attitudes surrounding space law for entrepreneurs.
Question	Tell me how space law impacts you / your start-up / your team.

Question *framing*

Tip: Reframe for relevancy

Feel free to adjust the framing of a question to fit the users context.

You can be flexible. There are multiple ways to explore the same concept. Establishing relevance may increase the users ability to articulate their insights. Just make sure you are still tackling the same learning objective you initially had planned for that question.

Original question	What prompted you to realise there may be law related to your idea?
Reframed question	What prompted you to realise there may be law related to robotics?

Tip: Open-ended questions

Open ended questions are questions that do not have “yes” or “no” as an answer.

Use open ended questions to provoke more insight, without leading them. Questions that can be answered with “yes” or “no”, are typically not conducive to discussion as they don’t offer much explanatory insight. However there are ways that close-ended questions can be used strategically to harness insight in certain circumstances (next in guide).

How to recover

If you do ask a close ended question, you can easily follow up their “yes” or “no” question with “why?”. This opens up the discussion again, allowing you to probe the reasoning behind their answer.

Question *framing*

Tip: Don't use leading questions

Leading questions are framed to encourage or prompt the answer desired. This is poor practice for research as the insight will not be objective.

Example

Leading question	What problems do you face when looking for legal information online?
Non-leading question	Tell me about your experience, when seeking legal information online.

How to recover

If you do accidentally use a leading question, you can try and recover from this, by asking the participant the polar opposite after. This way, you'll at least be able to balance the two insights from both a negative and positive response.

Interviewer:	What problems did you face when looking for legal information online?	<i>Leading question</i>
Participant:	I found the information was too complicated, which was annoying.	<i>Answer is influenced to be negative</i>
Interviewer:	And what did you find helpful when looking for legal information online?	<i>Opposite question asked</i>
Participant:	It was easy to find sites that offered legal information! That was good.	<i>Response is better balanced</i>

Combating *inarticulation*

Often, users experience difficulty in describing or expressing their response. This is noticeable when they can't find the right words, don't finish sentences, go silent, or simply say they don't know.

Using close-ended questions in this scenario can help the user clarify their thoughts, by allowing them to simplify their response into 1 of 2 simple categories, "Yes" or "No", or other options that are black and white (Eg. Easy or difficult). This makes a response more achievable because you've narrowed down the scope of the question.

If you notice a participant struggling, try reframe your question to be close ended.

Answering from two opposites is easy. Once they've answered, ask them why they responded that answer.

Interviewer:	Tell me about your experience, when seeking legal information online.	<i>Open ended question</i>
Participant:	Errr... Ummmm.... <i>pause...silence....</i>	<i>Struggle</i>
Interviewer:	When you sought legal information online, did you find it easy or difficult?	<i>Reframe to close-ended</i>
Participant:	Difficult!	<i>Easy for participant to pick answer</i>
Interviewer:	Why was that?	<i>Probe to understand response</i>
Participant:	Because it was confusing.	<i>Start of insight</i>

This converge-diverge technique helps the user unscramble their thoughts. You can then harness their verdict to help them elaborate.

This is a useful technique to extract insights from participants that are not particularly coherent or fluid in conversation.

Probing techniques using *laddering*

Probing techniques help you get the most out of your interview sessions, allowing you to gain deeper insight.

The laddering technique is a way of building question upon question, to elicit underlying beliefs, values and expectations on a specific concept.

Example

Interviewer:	Tell me about your experience, when seeking legal information online.	<i>Open ended question</i>
Participant:	Errr... Umhhh... <i>pause...silence...</i>	<i>Struggle</i>
Interviewer:	When you sought legal information online, did you find it easy or difficult?	<i>Reframe to close-ended</i>
Participant:	Difficult!	<i>Simple black and white response</i>
Interviewer:	Why was that?	<i>Probe to understand response</i>
Participant:	Because it was confusing.	<i>Start of insight</i>
Interviewer:	Can you describe what made it confusing?	<i>Probing specific detail</i>
Participant:	I found it confusing because the content was didn't seem relevant to me. And there was a lot, it was hard to understand the legal language.	<i>Insight</i>
Interviewer:	How did this affect you?	<i>Probing why</i>
Participant:	Well, I gave up. I couldn't understand the information and i wasn't sure it applied to me, so i just left it for now.	<i>Insight</i>

Insight uncovered: If information is hard to find, hard to understand, and doesn't engage the user, they will deprioritise and/or abandon the task.

Probing techniques using *laddering*

Just use “why” questions to probe!

A few examples of questions you can use to ladder: (remember these are not standalone, they flow on from your initial question!)

- Why is this important to you?
- What was your impression?
- What did you expect from this/that experience?
- Tell me more about that
- How so?
- How did this impact you?
- What does that mean to you?
- How did that make you feel?

Probing for insights is important because it is those deep underlying perceptions and expectations that will help us shape this project for maximum usability, engagement and adoption.

In *summary*

User insights help us engineer better product experiences, that are more likely to succeed in user engagement, delight, and long-term adoption.

01.

Brainstorm

Do you want to find out or validate? Prioritise by impact, or create a broad set covering a journey.

02.

Develop learning objectives

Turn your brainstorm into questions that target the concepts which you'd like to explore.

03.

Develop questions

Create questions that target each of your learning objectives, allowing you generate insight from participants.

04.

Use interview techniques

Remember to use laddering techniques by asking "why". This helps uncover the root of users beliefs and expectations.

By understanding users, this information can be used to enhance the level of engagement, adoption and advocacy of the space law website. Obtaining quality insights therefore plays a large part in the success of the overall ANGELS project.