ONE PAGE SUMMARY

Creative Skills › UI/UX Design › UX Research & Service Design

Interviews & Contextual Inquiry

Unlock user insights through effective interviews and contextual inquiry.

DEFINITION

Interviews and contextual inquiry are research methods used to gather insights from users about their experiences and needs. These techniques help designers understand user behavior in real-world contexts.

KEY CONCEPTS

User Interviews

Structured conversations with users to gather qualitative data about their experiences and preferences.

Contextual Inquiry

A field-based research method where designers observe and interact with users in their natural environment.

Open-Ended Questions

Questions that encourage detailed responses, allowing users to express their thoughts freely.

Active Listening

The practice of fully concentrating on what the user is saying to gain deeper insights.

User Personas

Fictional characters created based on user research to represent different user types.

EXAMPLES

→ Conducting an interview with a user to understand their daily app usage.

→ Observing a customer using a service in a cafe to identify pain points.

→ Asking open-ended questions during a focus group to gather diverse opinions.

MEMORY TIPS

★ Remember 'I' for Interviews and 'C' for Contextual Inquiry to distinguish methods.

★ Use the acronym 'O.A.L.' for Open-ended, Active listening, and Learning.

★ Visualize a user in their environment to recall the importance of context.

COMMON MISTAKES

✗ Asking leading questions that bias user responses.

✗ Failing to take detailed notes during interviews.

✗ Neglecting to follow up on interesting points raised by users.

QUICK RECAP

Interviews and contextual inquiry are essential for understanding user needs and behaviors. Use open-ended questions and practice active listening to gather valuable insights. Avoid leading questions and ensure thorough note-taking for effective research.