

INTERVIEW GUIDE TOOL

An interview guide is a tool to ensure that relevant information is collected from stakeholders.

WHY USE THIS TOOL?

The interview guide can inform your strategy for selecting and asking the right questions to your stakeholders. An interview is a direct interface with the community and can be structurally optimized to understand their values and challenges.

WHERE CAN YOU FIND THIS TOOL?

You can find more information on this and other tools from Development Impact & You Toolkit: An initiative of Nesta at diytoolkit.org

HOW TO USE IT

1. Before conducting an interview, prepare questions you may ask the stakeholder using the prompts show me, draw it, think aloud and be specific.
2. Once you have identified questions to ask, review and prioritize those that will help you to understand the behaviours, attitudes and motivations of your stakeholders.

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Objective: To guide you through the interview process with stakeholders.

STEP 2 - PERSONALIZE YOUR UNDERSTANDING OF NEEDS: GENERATIVE

SHOW ME

Have the interviewee walk you through the process of using services or products. This is a way to understand the users' needs and motivations.

DRAW IT

Ask participants to map out their activities and experiences through sketches and diagrams. This is a good way to debunk assumptions and reveal how people perceive and order their activities.

THINK ALOUD

As they perform a process or task, ask participants to describe aloud what they are thinking. This helps uncover their motivations, concerns, perceptions and reasoning.

BE SPECIFIC

Ask people to talk about a specific period of time. This is ensure the responses are not general but rich in important details.