

Mock Interview

Below is a basic template of how to think about structuring an interview for persona development. Ensure you have

Preparation (5 min)

- Give our release form and get signature
- Still camera ready and audio recorder on
- Confirm timing (roughly 60min)
- Who are we and why are we doing this
- There are no wrong answers, this is information that will help us direct our work

Overview (10 min)

1. After explaining the reason they're here, better understand their daily lives, maybe their culture or work life where applicable and learn their nomenclature
 - a. First probe for nomenclature to mirror their language
 - i. Words inside [brackets] should use their nomenclature
 - b. Get a sense of the problems, time restraints, products or services they might have
 - c. Get a sense for how they feel about their process in what your service hopes to cover

Exploring Specifics (30 min)

2. Examine their process thoroughly.
 - a. Role play or have them teach you their entire current process
 - b. Follow up on any generalizations from Overview section
 - c. Look for methods used outside the computer or technology
3. Repeat for reverse of life cycle
4. Ask if it always goes according to plan. If not, how did they resolve this?

Choosing Tools (5 min)

5. Determine what they value in an application.
 - a. Find out what software works best for their process and why.
 - b. What tools are they using outside the computer (*paper, post-its, etc*)

Features (10 min)

6. Are we building the right features for them?
 - a. What's the one problem they wish someone would solve for?
 - b. How do they approach and solve their own problems?
 - c. Are they familiar with what we offer?
 - d. Card sort to determine most important features
 - e. Card sort to determine most used features
 - f. Categorize our features

Velocity (5 min)

7. *Gauge what kind of velocity we might get from them.*
 - a. What hindrances do they see?
 - b. Do they have issues with privacy?
 8. How far after a new technology comes out will they sign up and/or buy it?
 9. How social are they on the internet? How often do they post and what is the content usually like? (twitter, facebook, etc)

Technology (2 min)

1. *In whatever way's most natural, gauge their level of comfort with technology.*
 - a. Do they know the make/model of their computer
 - b. Do they know which OS they're running?
 - c. Do they own a smart phone and/or tablet
 - d. Will they upgrade anything in their process soon? Why or Why not?
 - e. Find out what their favorite app or software is and why?

The Future (5 min)

2. *How do they view the ideal futuristic workflow?*
 - a. If we were to have the same interview 5years from now, how would it be different?
 - b. What would this process be like? What could make this possible?
 - c. If there was a company that could create anything you wanted, what would you ask them to make you?
 - i. Act or draw out if necessary

Wrap Up (5 min)

- *Is there anything else they wanted to talk about?*
- *Turn off audio recorder/ take remaining pictures*
- *Confirm timing*
- *Thank participant(s)*