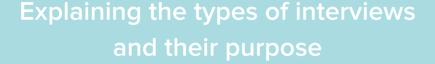
# **4 Types of Interviews**



# **Covered in this lecture:**

Taught by:





## #1 Exploratory interview

- the most free form
- you are trying to establish whether or not they have certain pain point and are open to certain solutions
- you are exploring, looking for insight
- you can use it to come up with ideas
- talk about their day, the context in which they would use your product, see how badly they want it and if they would pay for it
- ask open ended questions

#### #2 Validation interview

- you have a theory and you want to test it out
- these interviews are run in a scientific way
- they are hyper-sensitive to bias
- you don't introduce your theory or idea until the very end
- you try to be as objective as you can when describing your idea
- see if they talk about that problem on their own

#### #3 Satisfaction oriented interview

- find out what parts of your product are good and what are not good
- understand why they are satisfied or unsatisfied
- example questions:
- >> What should we stop doing?
- >> What we can do to do this better for you?

### #4 Efficiency interview

- find out how can you improve your product to better serve its purpose
- find out when they use it and where it is most helpful
- are they using x-y-z feature and what for?
- example questions:
- >> How easy is it for your to use feature x?
- >> If you wanted to do \_\_\_, how would you do it in our product?
- All interviews are usually a mix between these types