4 Types of Interviews

Covered in this lecture:

Explaining the types of interviews
and their purpose

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

See you next lecture!