Empathy Interviews

Uses

- A tool to perform user research
- Understand people's experience as they use a thing, a space or a process

Description

The empathy interview is an approach to finding out as much as possible about a person's experience as a "user" of a space, a process, an objective or an environment. We want to understand the choices that people make and why they make them.

Notes from d.school's bootcamp document on interview process:

1. Introduce yourself
2. Introduce the project
3. Build rapport
4. Evoke stories
5. Explore emotions
6. Question statements
7. Thank and Wrap-up

TIPS

- Keep questions to 10 words or less.
- Be as neutral as possible in your questions — no right or wrong answers.
- One question at a time.
- Try to interview in pairs or use a voice recorder.
- Encourage stories.