



In-depth interview

 30-60 minutes per interview

 Pen and paper (and preferably a recording device and camera)

 As many interviewees as you want



What?

A structured interview with individuals from the target group for the product or service you want to develop or improve.

Why?

In-depth interviews are used to examine in more detail users'/customers' needs, expectations, experiences and challenges. In-depth interviews provide insight into general attitudes and how a user/customer looks at a problem or a challenge, and they take a different approach to market surveys.

How?

Prepare an interview guide suitable for the purpose. Ask open questions that use the question words **what, who, when, where, why and how**. Your questions should be relevant to the subject you want to find out about and should explore it in depth.

1. Find a place where you can sit undisturbed and with a comfortable atmosphere. Build trust by showing interest and being engaged
2. Remember that it is the person being interviewed (the interviewee) who should talk, not you. Here are some tips to get you started:

Ask the interviewee to recount stories (Tell me about the first time you...? What happened when you...?)

Try to identify the root causes of a problem or a challenge (What is the reason for...? Why is that?) Here you can use the '5 Whys' method.

Don't be afraid of silence. Don't suggest answers yourself.

Explore feelings and try to encourage personal reflection (Tell me about your best/worst experience of...? How did ... react to that?

Why is that (not) important to you?)

Ask if something is unclear (What do you mean by that?)

Explore thoughts using questions such as What do you think about...? Why do you think...?

3. Document the interview. For this you can either use a recording device or have a second person present to take notes. Try to get a photo of the interviewee. You can use this in your summary.
4. Print out questions and answers from the interviews and put together a short summary of the most important answers you received, together with a photo of the person.

What do you get out of this?

Greater insight into needs, challenges and experiences among people in the target groups. This is important in order to understand what you can do for them.

Build up a history

