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How To Uncover Compelling
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Interviewing Users How To Uncover Compelling Insights

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Interviewing Users How To Uncover

Steve Portigal's fast-paced, ultra-readable primer provides a common-sense approach to interviewing users that's as inspiring as it is instructive.

--Allan Chochinov, Editor in Chief,
Core77 Steve's book is based on his extensive expertise with qualitative

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ethnography, and is a must-read for students of design research.

Interviewing Users: How to Uncover Compelling Insights ...

Interviewing Users: How to Uncover Compelling Insights by Steve Portigal digs into the world of market research and ethnography. If you're entering the world of user testing, I suggest first reading Rocket Surgery Made Easy by Steve Krug. That book does a great job of providing a foundation and overview.

Interviewing Users: How to Uncover Compelling Insights by ...

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How to Uncover Compelling ...

Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people, with best practices for interviewing users highlighted.

Interviewing Users: How to Uncover Compelling Insights

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

Interviewing Users - Rosenfeld Media

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Interviewing Users Portugal Ask people how they would solve a problem
Participatory design “I wish it had a handle” doesn’t mean we implement the requested solution literally Many ways to solve the underlying need (“I need to move it around”) Designers work with this data to generate alternatives
Engage people in the non-literal through games and role-playing Uncover underlying principles and explore areas of opportunity that don’t yet exist

How to Interview Users to Uncover Insights

Advanced techniques to uncover values, motivations, and desires. User interviews are a fast way to learn about your users: what they think, feel and even need. Like usability testing, interviewing users is a challenging method for new researchers because questions and interviews are difficult to design and do well, and analyzing the large amount of varied qualitative data can be challenging.

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User Interviews: Advanced techniques to uncover values ...

5 Clever Interview Questions to Uncover Candidates' Hidden Strengths.

Samantha McLaren. July 9, 2018. Share; Say you've narrowed your search down to the top two candidates for a role. You eventually pick the one with slightly more experience—without ever realizing that the other is an incredible strategist who made a huge impact ...

5 Clever Interview Questions to Uncover Candidates' Hidden ...

The user does not have to really like you, think you're funny, or want to invite you out for a cup of coffee in order to trust you enough to be interviewed.

Prepare questions before the interview. While you will likely think of questions while sitting with the user, do bring to the interview a list of questions you aim to have answered.

User Interviews: How, When, and

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Why to Conduct Them

Hiring managers must know how to interview to find candidates with attitudes and characteristics that align with the company's mission, vision and values. Interviews that focus on more general ethical standards as well as industry issues and social norms for the local cultures in which the company operates will often yield more interesting ...

How to Interview to Uncover a Candidate's Ethical Standards

- Steve Portigal, "Interviewing Users: How to Uncover Compelling Insights"
Interviews are an essential part of UX research, aimed at learning and deeply understanding others. They may seem straightforward, but skillfully talking to people requires deliberate practice and fine-tuning over time.

How to interview users - Optimal Workshop

To answer, share qualities and personal

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attributes and then relate them back to the role for which you're interviewing. Example: "I'm a natural problem-solver. I find it rewarding to dig deep and uncover solutions to challenges—it's like solving a puzzle. It's something I've always excelled at, and something I enjoy.

125 Common Interview Questions and Answers (With Tips ...

Buy Interviewing Users: How to Uncover Compelling Insights 1st by Steve Portigal (ISBN: 9781933820118) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Interviewing Users: How to Uncover Compelling Insights ...

We are excited to host UX research expert Steve Portigal, who will share his advice on how to interview users to uncover valuable insights. Join us for dinner, an inspiring talk, and great discussions with fellow members. Interviewing users is undeniably one of

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the most valuable user research tools.

"How to Interview Users to Uncover Insights", UX Research ...

Portigal, Steve. 2013. Interviewing Users: How to Uncover Compelling Insights. New York: Rosenfeld Media. rosenfeldmedia.com/books/interviewing-users/

Interviewing Users: How to Uncover Compelling Insights ...

Get this from a library! Interviewing users : how to uncover compelling insights. [Steve Portigal] -- Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. This book provides invaluable ...

Interviewing users : how to uncover compelling insights ...

Tell me about a time when you had to go above and beyond the call of duty to get a job done. Give me an example of a

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time when you had set a goal for yourself and tell me how you went about accomplishing it. Give me a specific occasion in which you followed a policy with which you did not agree.

Ask Right to Hire Right: Effective Interview Questions

Predictable interview questions like “Where do you see yourself in five years?” probably won’t tell you much. Neither will a series of “yes-or-no” questions. To determine whether someone is a good fit for the job, you want to draw them out, ask a mix of technical and situational questions, and listen closely to not only what they have ...

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