Story Interview

Worksheet

Activity:

Story interviews capture detailed stories about how the user interacted with the system, such as using Google Maps on a phone to solve a map-related problem. The goal is to record a step-by-step account of what happened, with as much detail about the user's interaction as possible.

Never start with a general question about how they like the system. Instead, say you are interested in hearing about a recent, memorable situation that required a map. Start with a semi-structured *critical incident* or *critical object* question, and then ask follow-up questions that probe for more detail.

Specific stories lead to design insights; tutorials and opinions do not. Listen carefully. If they describe how they 'usually' do something, in the present tense, it is a *tutorial*. If they describe their likes an dislikes, it is an *opinion*. In both cases, ask them to give you details about a specific past event, so that you end up with a detailed *story*.

Always ask for permission if you record the interview and always take notes. Highlight surprises, paying particular attention to breakdowns, workarounds, and user innovations.

Story Interview					
Group:		Project:		Date	
Question 1					
Answer					
Question 2					
Answer					
Question 3					
Answer					
Question 4					
Answer					
Question 5					
Answer					