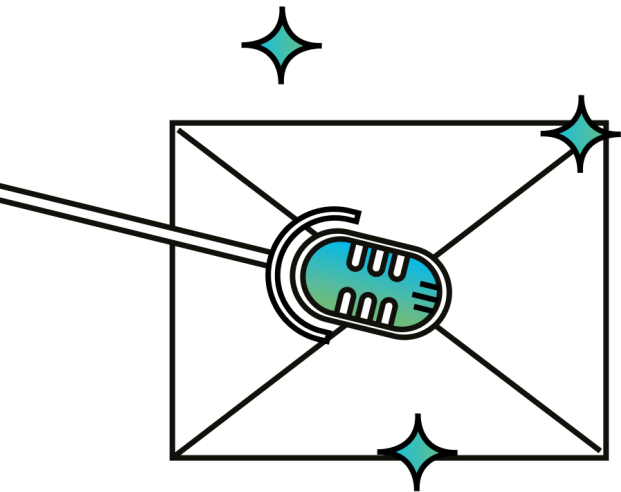


# The Question Journey

To uncover users' experiences, needs, and desires through Interviews.



**Duration**

~1 day

**Participants**

2-8

**Effort**



## Materials

- Document-ation device
- Noteblock
- Discussion guide
- Consent form

## Goals

- Interviewee / Expert
- Interviewer
- Harvester (optional)

## Learn more:



## Why Interviews?

An interview is a guided conversation designed to uncover valuable information and personal insights. It can reveal the obstacles users face, unmet expectations, or how trust is built—and give a voice to those often overlooked in standardized processes. Especially in systems meant to work for everyone, interviews help reflect diversity, foster empathy, and make services not only more efficient but also more human.

## That's what's important:

Proper preparation is essential and determines whether you end up with something useful. What is the goal? What do you want to explore? Who is it therefore meaningful to speak with? Which format works best (in person or online)? Then, create a discussion guide that provides structure while also allowing room for spontaneity.

During the conversation, it's important to create a relaxed atmosphere, listen actively and with genuine interest, and ask follow-up questions. The follow-up work contextualizes what you've heard and makes it comparable for further processing.

