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Steve's book is based on his extensive expertise with qualitative ethnography, and is a must-read for students of design research.

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how they would solve a problem
Participatory design “I wish it had a
handle” doesn’t mean we implement the

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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

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5 Clever Interview Questions to

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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

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to have answered.

User Interviews: How, When, and 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

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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

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How to interview users - Optimal

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To answer, share qualities and personal 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

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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.

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“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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