

Topic:

Interview #

Category: User interview/ Non-User Interview/ Extreme User/ Expert interview

Conducted by:

Name	
Relevance	
Location	
Date/Time	
Length	

**Description of the Interviewee/event**

**Summary of relevant information (in quotes)**

**Topic X: A topic that is addressed by one of your main questions**

- Findings or quotes that include some learning

**Topic Y: A topic that is addressed by one of your main questions**

- Findings or quotes that include some learning

**Topic Z: Other topics addressed by the interviewee**

- Findings or quotes that include some learning

**Comments from observations**

Findings, notes, quotes and perception

**Follow-up**

For the interviewer: new contact person, look up a specific product/platform/service, ideas for observation or immersion, etc.

## Documenting an interview

Taking notes in the rush of casual conversation is not always easy. Your ability to absorb and reproduce information indicates how and to what pace you will put your insights on paper. As with many other things, you will get more confident over time and with practice.

Not everyone is taking notes the same way. Some may prefer analog, some digital, others take notes in their native language and only translate later. As a starter, we suggest you begin with our proven approach of noting predominantly in quotes with additionally gathered general information. This makes it easier to formulate the learning notes after the interview and back up your insights with the qualitative research.

In the following, you will see the structure of an interview protocol, which is filled in with an example interview about second-hand purchasing behavior:

### 1.1 Example of a protocol structure

Interview #1

Category: User interview

Conducted by: Daniel, Celine, Hanna

Name of interviewee	Robert (can be a made-up name)
Relevance/Hint	The bearded dad with wife and two kids (in bike trailer)
Location	In front of the theatre square
Date/Time	13.11.2020, 15:00
Duration of interview	75 min

#### Description of the person interviewed

Robert is 45 years old and lives with his wife, children, and a dog in Lucerne. He grew up on a farm and enjoys doing small repairs to the house himself. Robert makes it his daily game to search for and compare different offers to bid for second-hand items successfully and emerge as the winner. He likes to collect old objects of all kinds. Robert works in a catering business where he is always in a good mood with his relaxed and positive manner.

#### Interview Summary

**Topic X: A topic that is addressed by one of your main questions**

**Second-hand behavior**

- Findings or quotes that include some learning
- *"As a family man, you can't always buy everything new. Second-hand is a good option for small budgets."*
- *"I simply love to search for new things. Whether it's information or bargains, in the end, I like the feeling of being smarter than others."*



- *"It's the hunting fever. My instinct that makes me look for things. It's like women in clearance sale, hahaha."*

## **Topic Y**

### **Buying vs. Selling**

- Findings or quotes that include some learning
- *"In order to save on postage, I sometimes leave items in the shopping basket to add more at a later date until the minimum amount is reached."*

## **Topic Z**

### **New vs. old**

- Findings or quotes that include some learning
- *"For me, old objects are exciting, sometimes their function is not always clear, but they can make a lot of money, sometimes as museum collectibles. I have a piece of scrap iron from my cellar. It is currently being traded on eBay for 250 CHF. It is a theodolite from the first world war... I probably should have informed myself better what it is".*

### **Motivations, needs, obstacles**

- Findings or quotes that include some learning
- *"I always want to find the cheapest offer, and if I have time, I also check if there are any special products.*
- *"I like that I can choose online categories that match my passions. This way, I can click through my hobbies a bit in the evening in front of the TV, with my laptop on my knees, and maybe I'll find something great".*

### **Category-specific behavior**

- Findings or quotes that include some learning
- *"I deliberately buy sports equipment second-hand - if the price, the vintage [topicality of quality] is right and I can pick it up nearby, that's great".*
- *"Men need toys too!"*

### **Journey**

- Findings or quotes that include some learning
- *"But if you inform yourself too firmly, it also makes you feel insecure."*
- *"As soon as I know which product is best suited for me, I search specifically on eBay (international with shipping address at in-laws in Germany instead of Switzerland), Ricardo (delivery preference), or TopPreise."*



### **Channels (analog vs. digital)**

- Findings or quotes that include some learning
- eBay (International orders with delivery to an address in the Black Forest to avoid customs taxes)
- Ricardo (Switzerland wide and local search function available)
- TopPreise to compare prices and find the best offer for a specific product

### **Notes from the observation**

#### **Findings, notes, quotes, and perception**

Robert likes it when he sees a chance to get a bargain. It doesn't matter whether he can use the product really well in the end or whether he enjoys it for a long time. It is more about the game and the excitement of searching for something, finding it, and the subsequent bidding. If he misses the purchase, especially *"if it's only because of a few dollars"*, he gets really annoyed.

Robert sees the auctioning of second-hand products online as a fair competition: *"everyone could inform himself to the same extent beforehand, has the same conditions when bidding, and the chance to win"*. If he then loses, Robert *"admits defeat"*. But he feels ripped off if he cannot inform himself about the product due to lack of time, as is the case at flea markets or second-hand shops.

Robert knows the prices on the market and technical details of many products by heart and makes it a challenge to get hold of items that would actually be impossible.

#### **Follow-up**

For the interviewer: new contact person, look up a specific product/platform/service, ideas for observation or immersion, etc.

E.g., the specific procedure of a second-hand platform called vinted



## 1.2 Build daily reports

You might be conducting several interviews per day. This can be very demanding for your perceptivity. For this, we advise you to sum up your findings. This step might seem redundant for the time being but will eventually help you later once you start analyzing your interviews.

Example

### Daily Summary

Day x

Researcher x

Today I interviewed and documented:

- 2 students
- 1 entrepreneur
- 2 working professionals

My preliminary findings

1) General **finding** (1) of all interviews conducted but shortly summed up.

- "Quote "

2) General **finding** (2) of all interviews conducted but shortly summed up.

- "Quote "

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