



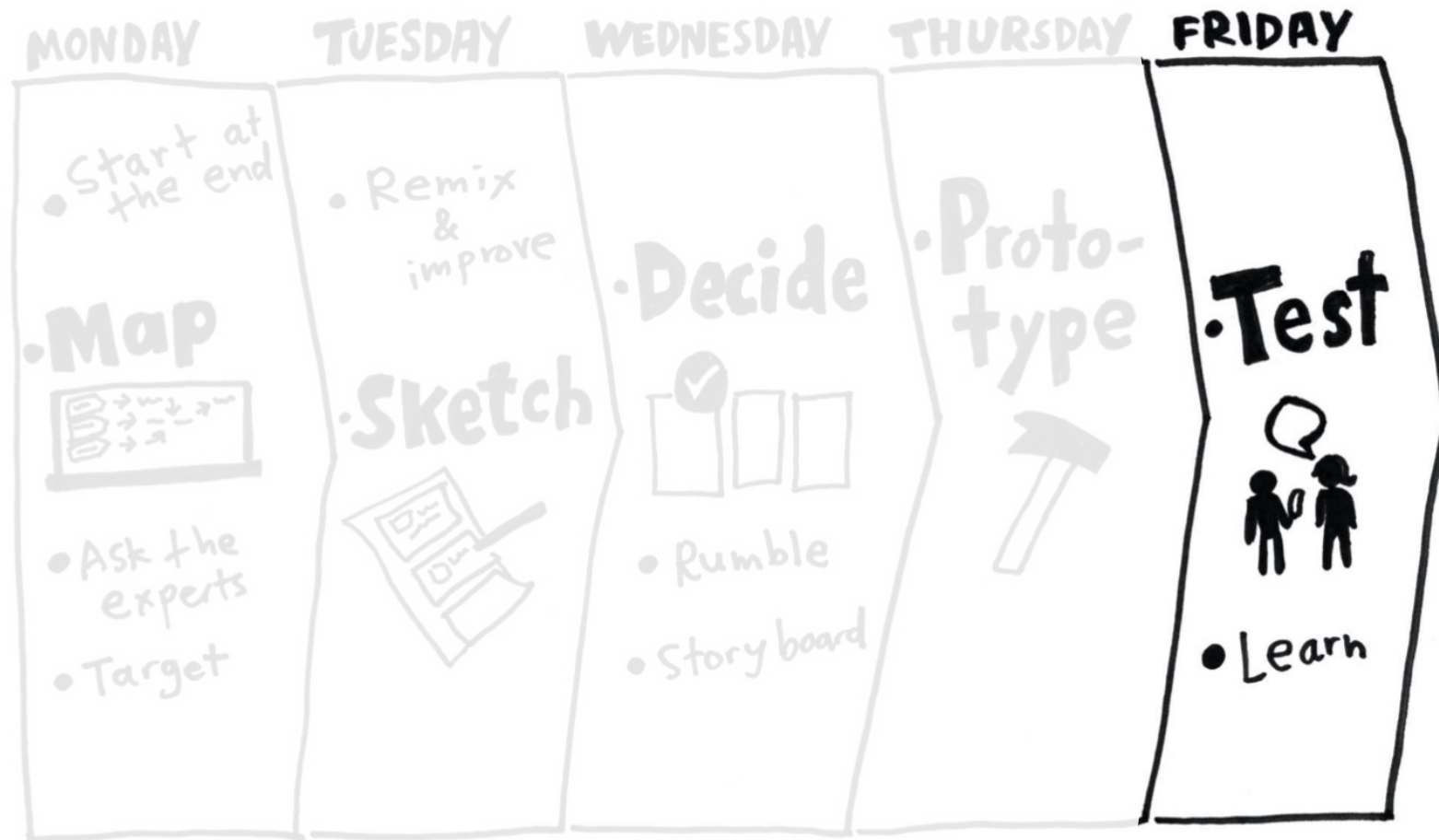
Aalto University
School of Arts, Design
and Architecture

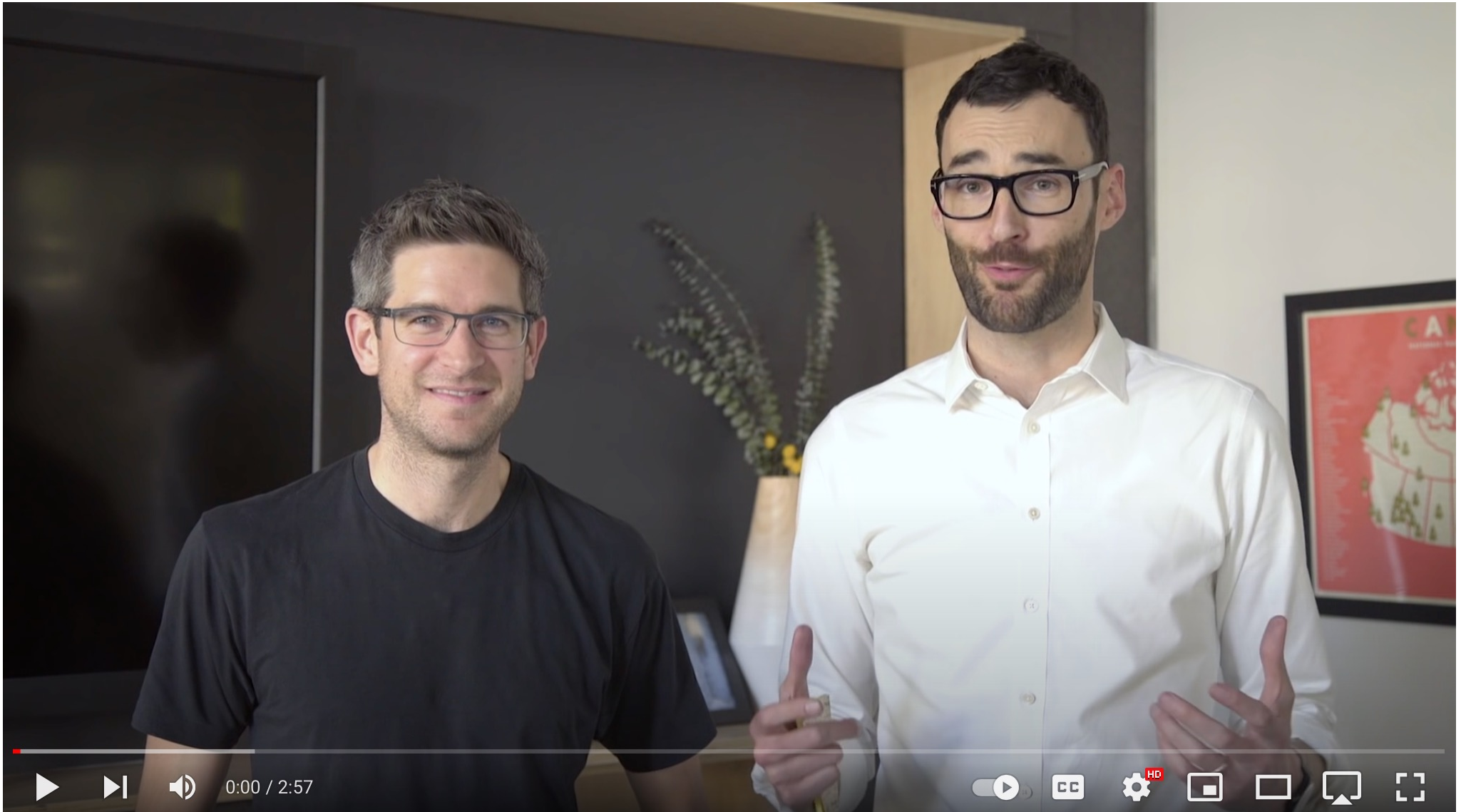
Google Design Sprint

Friday (“Test”)

MUO-E3055 Interaction Design (IxD)
Antti Salovaara, Andrés Lucero

Friday





<https://www.youtube.com/watch?v=jQmBuKN10VY>

Five-act interview

1. A **friendly welcome** to start the interview
2. General, open-ended **context questions** about the customer
3. **Introduction** to the prototype(s)
 1. “Would you be willing to look at some prototypes?”
 2. “Some things may not work quite right yet—if you run into something that’s not working, I’ll let you know.”
4. Detailed **tasks** to get the customer reacting to the prototype
 1. As the customer goes through the task, the Interviewer should ask questions to help her think aloud
5. A **quick debrief** to capture the customer’s overarching thoughts and impressions

How-to video:

<https://www.youtube.com/watch?v=U9ZG19XTbd4>

Interviewer tips

Be a good host.

Throughout the interview, keep the customer's comfort in mind. Use body language to make yourself friendlier. Smile!

Ask open-ended questions.

Ask “Who/What/Where/When/Why/How. . . ?” questions. Don't ask leading “yes/no” or multiple-choice questions.

Ask broken questions.

Allow your speech to trail off before you finish a question. Silence encourages the customer to talk without creating any bias.

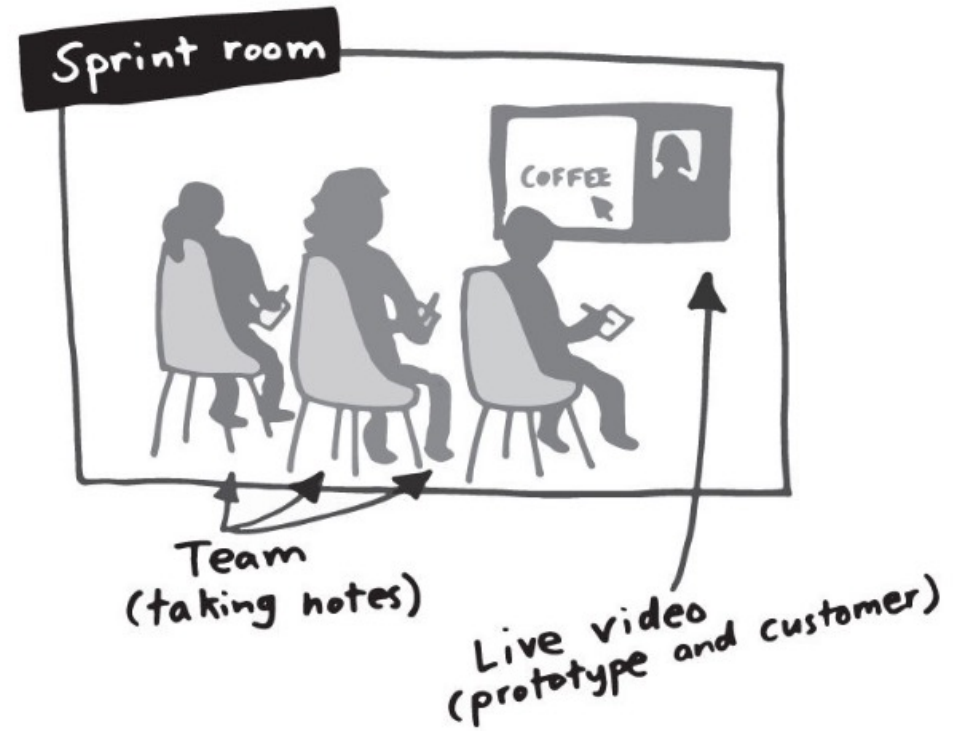
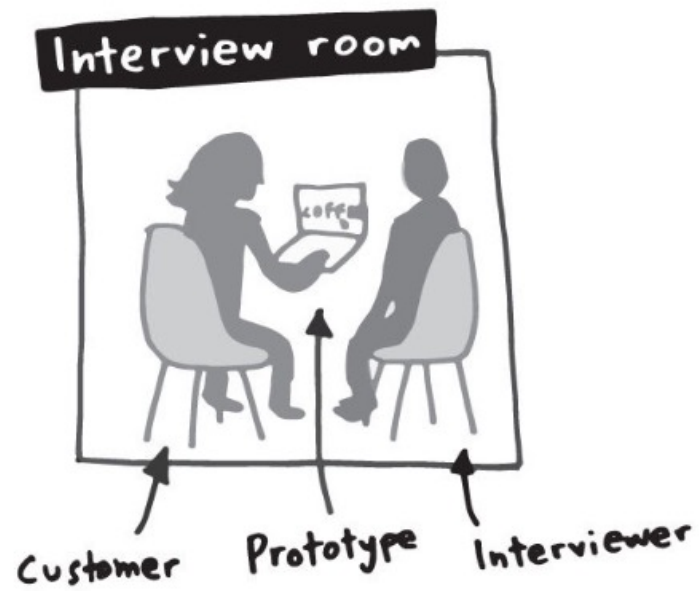
Curiosity mindset.

Be authentically fascinated by your customer's reactions and thoughts.

Demonstration about these practices from 3:19 in how-to video:

<https://youtu.be/U9ZG19XTbd4?t=199>

Setup



Writing down the observations

	Tish	Gene	Holly	Luke	Flynn
Marketing page					
Sign up					
First experience					

Take notes as you watch

Good luck for the last Sprint day!