

Interviewing Users How To Uncover Compelling Insights Kindle Edition Steve Portigal

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Interviewing Users How To Uncover

At a more general level I found Interviewing Users refreshing because, in a time where lean and agile practices sometimes put pressure on us to hack through user insight part of user experience design, the book reminds us that interviewing is a craft, and that the quality and care you put into it will make for better design outcomes.

Interviewing Users: How to Uncover Compelling Insights ...

Interviewing Users: How to Uncover Compelling Insights by Steve Portigal digs into the world of market research and ethnography. If you're entering the world of user testing, I suggest first reading Rocket Surgery Made Easy by Steve Krug. That book does a great job of providing a foundation and overview.

Interviewing Users: How to Uncover Compelling Insights by ...

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Amazon.com: Interviewing Users: How to Uncover Compelling ...

Interviewing Users Portigal Ask people how they would solve a problem Participatory design "I wish it had a handle" doesn't mean we implement the 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

How to Interview Users to Uncover Insights

The use of technology in general; The use of your product/service; The user's main objectives, motivations and preferences; The user's pain points; While it's a good idea to chunk up the things you'd like to cover, let your interview unfold organically, and be prepared for the conversation to follow an alternative path to the one you planned.

How to interview users - Optimal Workshop

Buy Interviewing Users: How to Uncover Compelling Insights 1st by Steve Portigal (ISBN: 9781933820118) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Interviewing Users: How to Uncover Compelling Insights ...

5 Clever Interview Questions to Uncover Candidates' Hidden Strengths. Samantha McLaren. July 9, 2018. Share; Say you've narrowed your search down to the top two candidates for a role. You eventually pick the one with slightly more experience—without ever realizing that the other is an incredible strategist who made a huge impact ...

5 Clever Interview Questions to Uncover Candidates' Hidden ...

User interviews can be a great way to extract information from users for user experience understanding, usability understanding and ideation. They are cheap and easy to conduct and can be readily conducted by anyone who can ask questions and record the answers. Before we look at how to conduct user ...

How to Conduct User Interviews | Interaction Design Foundation

Create a rapport with the user. People are more likely to remember, talk, and let their guard down if they feel relaxed and trust the interviewer and the process. Here are some tips for an effective interview. Have a video call or phone call (or at least some interaction) with the user before the interview itself.

User Interviews: How, When, and Why to Conduct Them

Interviewing is central to much design research. Good interview-based projects can be hard to pull off. Steve Portigal's book is packed with useful tips, illustrative examples, cautionary tales, and how-to advice for planning and conducting interviews, as well as analyzing and presenting data gathered.

Interviewing Users - Rosenfeld Media

Interviewing Users: How to Uncover Compelling Insights Released in 2013, Interviewing Users has quickly become a classic, recommended for anyone who should be talking to users. Researchers, designers, managers and leaders all benefit from interviewing techniques and tools that enable you to conduct informative interviews with anyone.

Interviewing Users: How to Uncover Compelling Insights ...

—Steve Portigal, author of "Interviewing Users" So, interviewing is a skill, but it's a skill that can be learned, and the first step involves knowing when to use interviews and when not to use them. Pros and cons of user interviews "What users say and what they do are different."

Pros and Cons of Conducting User Interviews | Interaction ...

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Free Download Interviewing Users: How to Uncover ...

UX research expert Steve Portigal, author of the book "Interviewing Users" gave this talk at the Lean Product & Lean UX Silicon Valley Meetup on May 24, 2016...

Steve Portigal on How to Interview Users to Uncover Insights at Lean Product Meetup

Don't give up questioning early. Keep digging to get to the core reason why someone does or thinks something. The technique is called 'Five Whys' because you literally ask "why" five times to understand the core reason why someone does something. E.g.

The Art of the User Interview - Springboard

Portigal, Steve. 2013. Interviewing Users: How to Uncover Compelling Insights. New York: Rosenfeld Media. rosenfeldmedia.com/books/interviewing-users/

Interviewing Users: How to Uncover Compelling Insights ...

Predictable interview questions like "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 ...

17 Must-Ask Tech Interview Questions | Robert Half

Excel interview questions provide the opportunity to show you are highly knowledgeable about the common spreadsheet software implemented in offices around the world. Because Excel features and benefits are desirable, it is a widely used program. As a result, Excel interview questions could be present in a number of interviews, for positions ...

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