Project 2
Depth interview

Overview

This is another multi-task project and will allow you to put into practice the interview skills that you have learnt through the video lessons.

You will conduct an interview with someone who has purchased flights online within the last eighteen months.

Objectives

- Learn more about the context of use of people that use airline websites or apps - what are they trying to do, who are they with, where are they, what devices are they using and so on
- Learn how to structure an interview script. Use the interview questions from the sample usability test script we provide in a previous lesson. This can be your starting point
- Learn how to conduct depth interviews and draw insights from users. This is another critical skill to learn
- Use the project materials to build your portfolio. Remember to photograph everything and document everything. Make sure to record the interview (either audio only or using audio and video)

Tasks

1. Define your research objectives - what are you trying to learn from the interview?
2. Create a customer interview script, following the guidelines from the video lesson and using the questions from our sample usability test script as a starting point
3. Conduct and record the interview (the recording is proof that you conducted the interview and also facilitate you showcasing the interview in your portfolio)
4. Get somebody to photograph you talking and sitting with the interviewee, as this is important for your portfolio

Key considerations

- The person that you interview for this project should not be one of the participants in your usability tests for Project 1
- We know it can be difficult to find people to schedule interviews so feel free to conduct the interview remotely via Skype or a similar tool.
- You are free to conduct the interview in any language
- Projects are not graded but reviewed to ensure a sufficient level of work has been done

What do you need to upload to your Dropbox folder?

- Interview script
- Interview recording. Make sure to export the recordings into an MP4 format or something similar before you upload them. They need to be readable by any machine