EXPLORATIVE INTERVIEW

This template structures an explorative interview to record questions, capture deep user insights, and define key reflections and actions.

DT-EI -O4

Interview Details & Introduction   1

Project Title:

Date and Time:

Interviewer(s):

Interviewee Name:

Interview Context/Goal:(Briefly state the purpose of this interview).:

Wrap-Up: How did you conclude the interview? What next steps did you communicate to the interviewee?   3

Interviewer Reflections: What were your immediate thoughts, feelings, or key takeaways after the interview?

Action Items: What specific actions will your team take based on this interview?

Interview Guide, Responses, and Deep Dive

INTRODUCTION: HOW WILL YOU START? WHAT INITIAL CONTEXT WILL YOU GIVE?   2

YOUR QUESTIONS/THEMES	INTERVIEWEE'S ANSWERS/NOTES & INSIGHTS
QUESTION 1:	
QUESTION 2:	
QUESTION 3:	
QUESTION 4:	
QUESTION 5:	

HOPES & ASPIRATIONS: WHAT ARE THEIR IDEAL OUTCOMES? WHAT DO THEY WISH FOR?

FEARS & FRUSTRATIONS: WHAT CAUSES THEM WORRY OR DIFFICULTY? WHAT PROBLEMS DO THEY ENCOUNTER?

MOTIVATIONS: WHAT DRIVES THEIR DECISIONS AND ACTIONS IN THIS AREA?

KEY STORIES/EXAMPLES: WHAT SPECIFIC STORIES OR INSTANCES DO THEY SHARE THAT ILLUSTRATE THEIR EXPERIENCE?

SURPRISING DISCOVERIES: WHAT DID YOU LEARN THAT YOU DIDN'T EXPECT?