Good Questions for Stakeholder Interviews

If you want to conduct a user research project, it is important that you involve the relevant stakeholders in your planning. Your stakeholders can help ensure that the research you do is as relevant as possible for your project and that the people you need support from have a vested interest in your research. The best way to involve stakeholders in your project is simply to talk to them face to face so you have a clear idea of their point of view. Here are some of the topics that are commonly important to cover when you talk to stakeholders.

What the project is about

The more you know about the project or product and what the organization hopes to achieve from it, the better you can ensure that the research is relevant.

• What is the product going to be?

• What is the history of the project?

• What is the reason we are doing this project/product?

• What are the goals of the project?

• What do we still need to clarify?

• Who are our biggest competitors?

The stakeholder's role and interests in relation to the project

If you understand a stakeholder's background and motivations it is easier for you to identify where you will meet opposition to or support for specific research and resulting design changes.

• What is your role in this project?

• How long have you been involved in the project?

• What did you do before this project?

• What do you personally consider a success for this project?

• What worries do you have in relation to this project?

• How would you like to be involved in user research? (e.g. see a report, participate in interviews, workshop the results)

• Is there anyone else we need to talk to?

What has already been decided about the project

If you know the constraints of the project it is easier for you to decide on how ambitious you can be about research and resulting design changes.

• What has been decided about the project/product so far?

• What requirements have been decided for the product?

• What tech decisions have been made and how firm are they?

• When is the product going to be released?

• How large is the development team?

Who are the users

By clarifying what people already know about users and who they want the customers to be you can ensure that your user research is focused.

- Who are the customers/users?

- What user research have we already done that might be relevant for this project?

- Who do we want the customers/ users to be in 5 or 10 years?

- Do we know the primary use context for the product?
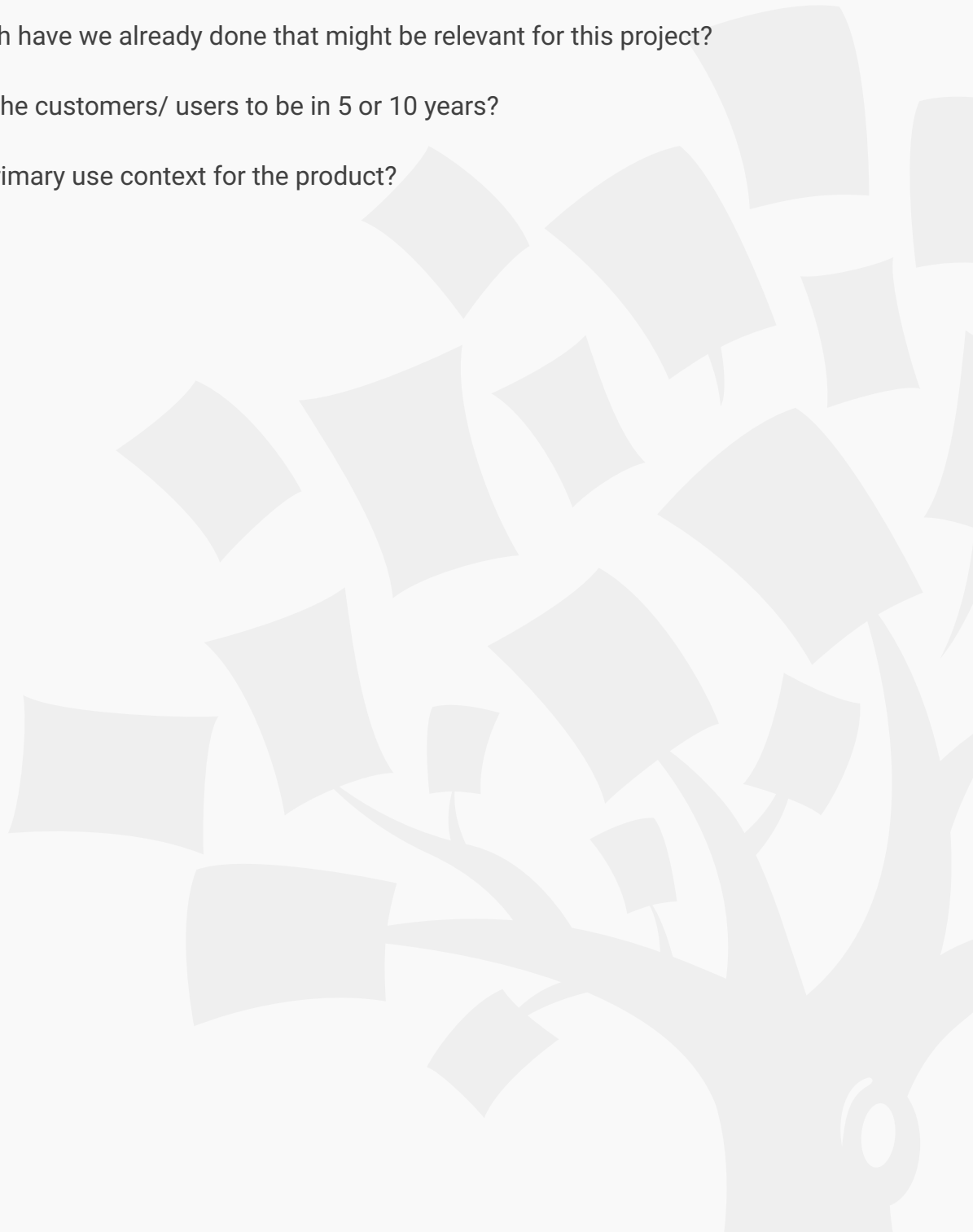
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User Research – Methods and Best Practices

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User experience (UX) design requires you to understand the pains and pleasures of your users—and user research is the way in which to do just that. In that sense, it's actually the largest part of the field... meaning it's essential for you to have the relevant skills and knowledge if you want to be competing with the best. In our course **User Research – Methods and Best Practices**, you'll learn the best practices for getting first-hand knowledge of your users, thus enabling you to design the optimal product—one that's truly relevant for your users and, subsequently, outperforms your competitors'. In the course you'll be equipped with templates that will give you pointers on how to effectively interview your users, conduct observations, and best present your findings to stakeholders. You've already downloaded one template, now take the next step and master the full range of user research techniques!

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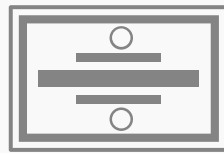
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