

Empathic interview planning tool

A short summary of basic principles how to lead empathic interview during a Design thinking process to get insights into customers thinking, emotions, values, problems and desires.

A typical empathic interview should take 60 to 90 minutes. You should conduct at least 5 interviews for each persona



Use these example questions in any order, or make your own:

Ask for stories, not statistics

Tell me about your last experience with...
Do you have a positive or negative story with...

Ask for problems, not solutions

What is bothering you about that?
What are the things you like/dislike about it?

Ask for emotions, not process

How did you feel at that moment?
How did that make you feel?

Keep asking why to get deeper

Why?
What's the reason for that?
What happened before that?
Why do you think?
What brings that about?
That's because of what?
What's the underlying cause ?
And that happens because...?

Find out what drives his/her behavior

People do things to feel in a certain way. These are the strongest drivers:

1. Certainty/comfort
2. Uncertainty / Variety
3. Significance
4. Love / Connection
5. Growth
6. Contribution

Interview structure

1. Make the person comfortable
2. Plan what to discuss
3. Start with easy questions
4. Discuss the problem
5. Good closing

