

Designing User Persona Interviews

Complete interviewer guidelines for making the best out of the opportunity in meeting our User Persona

Basic Rules for the Interviewer

Making good interviews that add meaningful information to the value proposition of the product to design is an art. We need to focus on finding what's really important to the user persona instead of "selling" them solutions (or looking to validate our preconceived idea of the product to be designed). So some basic rules are proposed:

1. **Adopt a beginner's mind:** Listen carefully and avoid interpretations. Explore all unexpected happiness, frustrations and needs.
2. **Listen more than talk:** your objective is listening and learning, not informing, impressing nor convincing the user about anything. Avoid losing time about talking about your own beliefs as this might harm the willingness in discovering things about the user. Use silence as a tool, when the interviewed end their pitch and there's silence, don't (always) go directly to the next question, a short period of silence can stimulate the interviewer to give you more information you didn't know could be useful in the first place.
3. **Look for facts, not opinions:** don't ask things like, "would you like to..." , instead ask "when was the last time you...?"
4. **Ask "Why?" in order to reach the real motivations:** ask things like "Why do you need to do...?" "Why _____ is important for you?" "Why _____ cause you frustration?"
5. **Always remember the objective of an interview is to know better your users, learn the most you can learn from them:** Don't describe the solution you already have in mind looking for validations, dig about the criteria the user has in order to select one solution or the other.
6. **Look for open ended questions:** look for using mainly the so called "WH" questions. Why, who, what, when, how... Avoid closed ended questions which answer can't go beyond a yes or no.
7. **Do a follow up:** ask permission to your user to keep his contact information in order you want to go back for more questions or to make them try a prototype.

8. **At the end, let the door open:** ask who else might be important to talk about not to interview.

Objectives of this Interview

The interviews are meant to gather insights from the targeted User Personas. Define a priori what do you want to achieve with an interview. Example:

- 0- Define the User's context and day to day challenges
- 1- Assess how the current solutions meets the User's needs
- 2- Identify areas in which the solution could be enhanced, providing the user more usability.
- 3- Identify Users familiarity with Marketplaces, identify which marketplaces they can relate to.
- 4- Identify new Use cases for the marketplace
- 5- Understand the needs that the marketplace is expected to address

Defining User Profile

The selected Users to be interviewed should be identifiable and defined, there's no need to gather private information, but make sure you know what subscriber type your interviewed belongs to, you can also define the user role or activity in case you think the matter is related to the subject E.g.:

- **Alice Virmen**
Community manager. Consuming user
- **Salim Yamun**
Entrepreneur. User
- ...

Where do these users types need to feed into a predefined user persona, when interviewing look for **improve, correct and or expand** the below definitions. E.g.:

- **Consuming Users:** no web3 savvy and probably not very savvy in web2 either, but can understand having a wallet in their phone which can be used with minimal security measures.
- **Producer User:** user that have extra permissions to add products and services to the platform.
- **Admin User:** user with admin rights over token minting.

Empathizing With the User Persona

It is important to understand the User's context and be able to map it against other users.

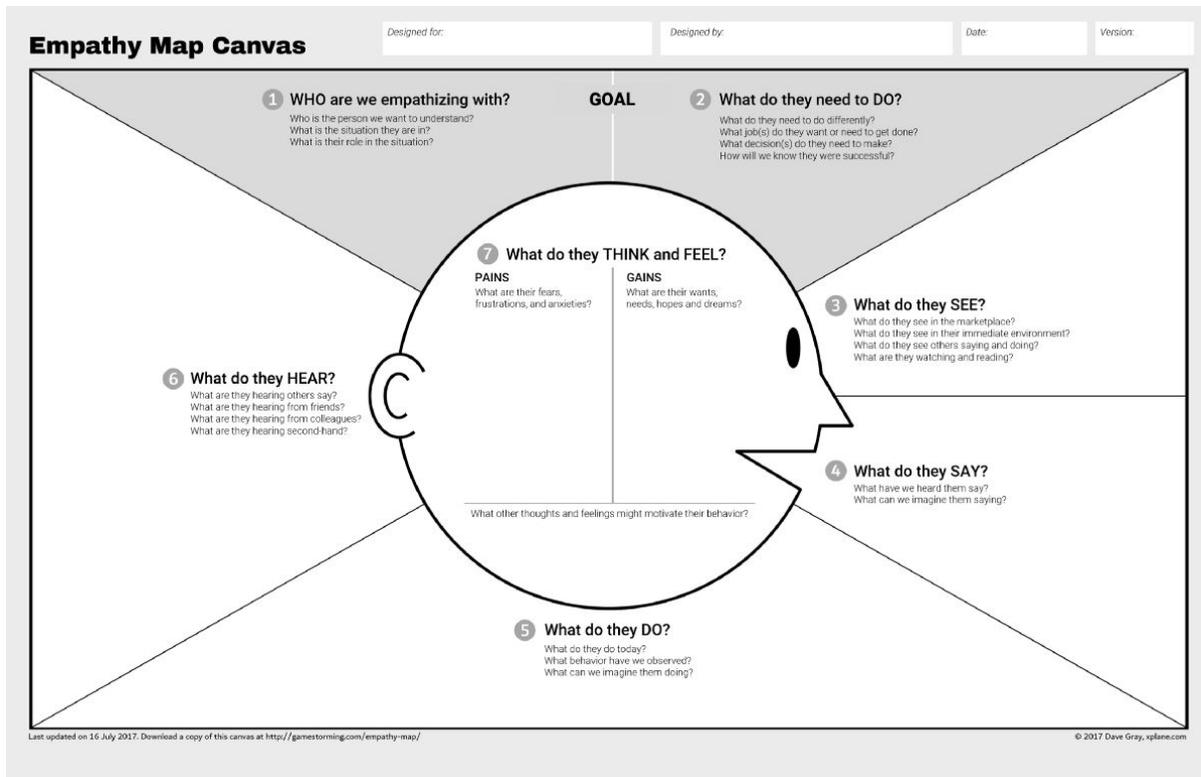
In order to properly map emotional and rational aspects of our users, we need to understand their point of view as regards their needs/problems that might be facing with current products and services regarding community or national currencies.

The interview should be focused on researching what the user **thinks** and **feels** about the current solution. It is important to gather **“Negative” feedback** so the user should feel comfortable about expressing freely.

Look for understanding what the user **sees** and **listen** in their environment about the CIC usages. Who's using the community currency and who's not. Why not? What kind of offers do the users see around them and what makes them use the solution or not?

Once the interview ends, it might be also very interesting to look for divergences between what the user thinks and feels with what they **say** and **do**. So during the interview dig about the user's actitud about the currencies and how they might be influencing others or how others might be influencing them.

Finding out their **fears** and **motivations** might be also very useful for our user research, understanding their frustrations and obstacles, as well as risks and benefits in using one currency or the other might give you key insights about the priority design of our product.



Proposed Questions

The below, predefined questions are just to give an initial structure to the overall interview, it's up to the interviewer to adapt the order and/or making of these questions depending on the his interaction with the interviewee

- Defining Context
 - Gender, Age, Occupation
 - Type of Mobile: make and OS
 - Understand the users Community
 - How many members in that community
 - What is a day in the Users life?
 - Does the user provide for a family?
 - What do the users like/dislike about their community?

- Familiarity with Alternative Products
 - How long have the users been transacting with an alt product?

- How did it start?
- What is the value of their alt product?
- Do the users know anyone in their community that does not accept the alt product?
- How are new members engaging with the alt product?
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- **How are the al product being used**
 - Use cases of alt product
 - How would you describe your experience with alt Product?
 - What does the User pay with it?

- **Areas in which the solution could be enhanced**
 - What keeps new users from transacting with it?
 - ...

- **General Interaction with Technology**
 - Do users have access to the internet, how often, what constraints are there?
 - Who is their ISP?
 - What sort of products and services are the Users acquiring through the internet or USSD?
 - Which are the top 3 products most actively used?
 - How do the users pay for these services?
 - What about utility bills?

- **Familiarity with Marketplaces**
 - How can we offer you a better way for the Users to sell your products?
 - How would you like to easily find the products you can buy with CIC?
 - Who does the Marketplace benefit
 - What sorts of products and services can be offered in a marketplace

- **Marketplace Use Cases**
 - On which occasions do you use national currency instead of Sarafu?
 - - Why do you think that is?
 - What would the users do in a marketplace
 - How would they build a network
 - How would the marketplace benefit their business

- **What problems the marketplace should address**
 - What challenges have the users found in other marketplaces
 - How can the marketplace be easy for anyone to use?

- **Marketplace Challenges with CIC model**
 - Is there a need for a marketplace that receives the users CIC?Them

- Which currencies should the marketplace accept?

Insights Cards as an Interview Outcome

It is expected that interviews are held by a couple of interviewers, one guiding and leading the interview and a second person taking notes and insights from discoveries made during the interview.

Insights are reflections that are based in data, gathered in the interview, but not only, it might also come from real data coming from dashboards, past behaviours even also designers validated knowledge about Community Currencies.

Make a distinction between an idea, an insight and an information. An idea is a generated solution to attend one or more insights. Insights are findings coming from the users reality or an opportunity identification

The objective of an Insight Card is to capture issues relevant for the project and register it in a card where the main finding is indicated, the source and an explanation of the matter.

Make as many cards as insights you gather from people:

Insight Card

| | |
|-------|--------|
| Title | Number |
|-------|--------|

Theme: _____

Fact: _____

Source: _____

Challenge related to the theme _____

