

6 Key Points: How to Run a User Testing Interview

Customer pain points are issues or challenges that customers commonly face while interacting with a product, service, or brand. Identifying and addressing these pain points is crucial for improving customer satisfaction and loyalty. Here are six common examples of customer pain points:

■ Identify Your Research Goals

- Treat the interview as a research study with specific goals.
- Formulate concise and actionable research questions.
- Focus on users' behaviors or attitudes to gather useful insights.

■ Prepare an Interview Guide

- Develop an interview guide with well-designed, open-ended questions.
- Use follow-up questions to gather detailed information.
- Ensure flexibility in the guide's use, allowing for adaptability during interviews.

■ Pilot Your Guide

- Test the guide to identify areas for improvement.
- Assess participant understanding, question clarity, and natural flow.
- Make necessary tweaks to the guide based on the pilot interview.

■ Start Easy

- Begin by explaining the interview's purpose and question types.
- Initiate with easy-to-answer questions to ease participants into the conversation.
- Create a comfortable environment to build rapport and encourage openness.

■ Build Rapport

- Demonstrate active listening with verbal and nonverbal cues.
- Avoid interrupting or rushing, fostering a trusting environment.
- Use cues such as eye contact and acknowledgment to show attentiveness.

■ Follow Up and Probe

- Ask prepared follow-up questions to gather detailed insights.
- Use probing questions to delve deeper into motivations and attitudes.
- Employ open-ended prompts to encourage participants to share more information.



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