SERVICE ORIENTATION

INTERVIEWS

A tool to understand and discover the 'deeper' Service key fields and elements

0. Name of the phase

Service Orientation

1. Name of the tool

INTERVIEWS

2. Duration

20-40 minutes

3. Materials used

- Pens and markers of different colours
- A sheet of paper, minimum size A3, a whiteboard, flipchart
- Sticky notes and markers of different colors
- PC and TV or Presentation Canvas

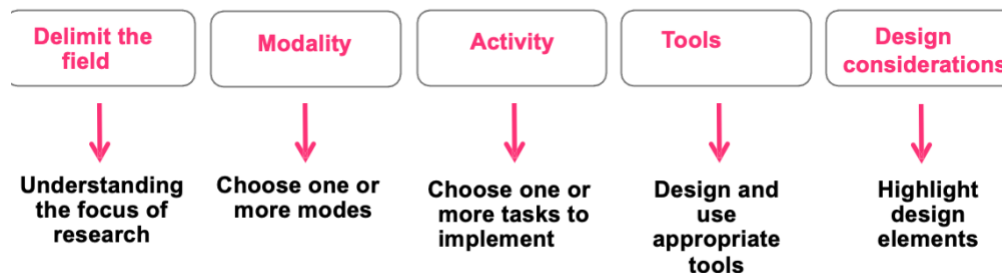### 4. What is this tool and what is its purpose and benefit?

Interviews could be part of the Discovery Phase that helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.
This can be done through user research and market research.

Discovery – understanding the problem
Discovery can produce lots of different outcomes. Sometimes you make a discovery and don't learn anything about it, while other times you find yourself overwhelmed with data and research.
This is **the data collection phase** in **an action plan**.

> **Set up your search plan**

Delimit the field	Modality	Activity	Tools	Design considerations
↓	↓	↓	↓	↓
Understanding the focus of research	Choose one or more modes	Choose one or more tasks to implement	Design and use appropriate tools	Highlight design elements

INTERVIEWS could help to:
- understand what is not evident from observation
- investigate motivations / objectives
- understand habits, rituals, and routines
- ask open-ended questions
- activate the imagination

Some examples:
Field Research Interviews
The interview is an interaction marked by a communicative asymmetry between interviewer and interviewee. Since the interview represents the evolution of a relatively common communicative act, such as conversation, we must refer to this contact as "unequal conversation." The interviewer asks, in a more or less structured form, a series of questions to the interviewee, in order to collect information about specific aspects of the object of investigation.

Types of interviews - **in-depth interview**
The in-depth interview is a discursive interview, it can be at most semi-structured, with a sort of trace, but in fact it is mainly a free and personal interview. Often it is a contextual interview, done directly in the context of belonging of the interviewee. It is more properly defined as "a conversation: provoked by the interviewer, addressed to subjects chosen on the basis of a survey plan and in a substantial number, for cognitive purposes, guided by the interviewer, (f) on the basis of a flexible and non-standardised query scheme"

Groups
Types of interviews - **focus groups**
The focus group is a technique that applies to small groups (between 6 and 10 people) engaged in a discussion on a topic defined, solicited, and conducted by the observer himself. The focus group detects the beliefs and attitudes of the observed group, as well as the ways in which they are publicly supported (interactions). Using this technique, we can observe the process of group consensus building at three points: Discussion: Mutual questions Comparison: Requests for clarification; Questioning of the opinions expressed; Highlighting weaknesses of arguments Focus on the topic: Requests for further information. The centrality of interaction between participants through discussion is what distinguishes the focus group from other interviews. The choice of the group is a fundamental decision that can take place through two variables: Establishment of homogeneous groups, which have a similar experience with respect to the topic under consideration, facilitates discussion and the achievement of depth. Made up of mutually alien persons, led by an extraneous moderator, it offers guarantees of anonymity, facilitates openness.

Individual
Types of interviews – **semi-structured interview**
The semi-structured interview includes a track that reports the topics that must necessarily be addressed during the interview. It may consist of a list of topics or a series of general questions. Although there is a fixed track to follow, the conduct of the interview can vary based on the answers given by the interviewee and on the basis of the individual situation, developing topics that arise spontaneously. In practice, the

track establishes a sort of perimeter within which the interviewee and the interviewer have freedom of movement, allowing the latter to deal with all the topics necessary for cognitive purposes.

5. Steps how to use this tool in practice

1. Identify a service for your INTERVIEWS
   This can be one that you are developing or have developed together. Although it is normal for the service one has developed, in this case, it may even be existing for educational purposes.
2. Explain what INTERVIEWS is and what is for.
3. Show some examples of INTERVIEWS
4. Design the INTERVIEWS together with the students
5. When ready, analyse the INTERVIEWS and look for patterns, issues, and opportunities using a method that you prefer.
6. Discuss your findings and improvements to make.
7. Make a summary of the main findings and improvements.

6. Tips and hints for using this tool

- This tool can be used with the customer in the DISCOVERY / RESEARCH PHASE