

Intervention Interviews/ Interviewing for Empathy!



ROYAL BC
MUSEUM

Ask why. Even when you think you know the answer, ask people to further their thinking on why they say what they say.

Encourage stories. Ask about a specific instance or occurrence, such as “tell me about the last time you _____”.

Don’t be afraid of silence. If you allow for silence, a person can reflect on what they’ve just said and may reveal something deeper.

Open-ended questions. Try to stay away from questions that can be answered with a yes or no, and instead ask questions that need more description.

Keep your opinion out of it. Stay as neutral as possible, so that the user that is being interviewed can answer as they see appropriate.

Now let's get to it...

- Introduce yourself and your partners and say that this interview is part of a project to create a gallery experience/ interactive for an upcoming exhibition.
- Ask the interviewee their name or names.
- Start into the questions, and always encourage them to 'tell you more':

1. How would you describe your relationship to museums and galleries?

2. Describe how you feel (your thoughts and emotions) when you know that you are going to a new museum or gallery?

3. Tell us about your most memorable visit to a museum or gallery? And what do you think made it so memorable?

4. Explain what kind of museum or gallery experience supports your learning most, and why?

5. If there was a perfect space at the museum to hang out in, what would it look and feel like.

6. Is there anything else that you didn't mention that you would like to tell us?

Thank them for their answers (and give them a high five)!

Now onto the user need and point of view statement...

The goal is to understand the needs of the user, and to develop a 'How Might We' question that will guide your work.

Needs are verbs, not nouns.

Always have users in mind- resist the temptation to go to your patterned tendencies.

Example:

User Need Statement

Molly is a full on museum nerd and proud of it, but has a hard time with loud spaces because she can't focus and it makes her anxious.

Point of View Question

How might we create a welcoming and calm interactive that provides an escape from noise?

Now it's your turn...

We interviewed _____

At the museum they have a need for/ to
_____ (Verbs, not nouns)

How might we create a/ an
_____ interactive/
experience/ space, that intervenes within our designated
area of the gallery, to meet the need of our user.