

# EARLY EDUCATION SYSTEMS POP-UP

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*In preparation for class, you will conduct a 30-60 minute interview with a stakeholder in the early learning system. Please conduct this interview before we meet on January 30th.*

*The purpose of the interview is to understand the perspective and needs of your stakeholder. If you need help contacting someone to interview, please reach out to us.*

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## WHY INTERVIEW

You want to understand a person's thoughts, emotions, and motivations, so that you can determine how to innovate for him or her. By understanding the choices the person makes and the behaviors that person engages in, you can identify their needs, and design to meet those needs.

## HOW TO INTERVIEW

### ASK WHY

Even when you think you know the answer, ask people why they do or say things. The answers will often surprise you. A conversation started from one question should go on as long as needed.

### DON'T BE AFRAID OF SILENCE

Interviewers often feel the need to ask another question when there is a pause. If you allow for silence, a person can reflect on what they've just said and may reveal something deeper.

### ENCOURAGE STORIES

Whether or not the stories people tell are true, they reveal how they think about the world. Ask questions that get people telling stories.

### LOOK FOR INCONSISTENCIES

Sometimes what people say and what they do are different. These inconsistencies often hide interesting insights

### DON'T SUGGEST ANSWERS

Even if they pause before answering, don't help them by suggesting an answer. This can unintentionally get people to say things that agree with your expectations.

### ASK QUESTIONS NEUTRALLY

"What do you think about buying gifts for your spouse?" is a better question than "Don't you think shopping is great?" because the first question doesn't imply that there is a right answer.

### DON'T ASK BINARY QUESTIONS

Binary questions can be answered in a word; you want to host a conversation built upon stories.

### BE PREPARED TO CAPTURE

Since you'll be conducting this interview alone, do your best to capture notes while engaging and building rapport.

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## WHAT TO BRING TO CLASS

Right after your interview, jot down answers to the following questions. Everyone will share aloud at the beginning of class.

1. What is one need that you uncovered?
2. What is one thing you heard that surprised you?