Folk Tech

STORY-BASED INTERVIEWING

& Mapping the Journey

AGENDA

1 **Interviewee Volunteer**

Who has made a recent decision to use a new app?

2 **Member Journey Brainstorm**

Steps on the path

3 **Interviewing Techniques**

Keeping our hands on the steering wheel

4 **Example Interview**

Writing down every motive you hear, such as emotion, pain point, aspiration, avoidance

5 **Breakout**

- Practicing!

	Status Quo	Awareness	Consideration	Decision to Adopt	First Experience	Adoption	Advocating
Actions (Activities)	Add activities that this segment member does for each phase						
Touchpoints (Interaction Points)	Add a touchpoint like email, website, or event for each phase						

Interviewing

🚗 **You are in the driver's seat** – interviewees appreciate you gently and firmly keeping them on track so their time isn't wasted.

🔮 Ask about what they **did** not what they **would do.** Ask about **their behavior** and what led to it.

⚖️ **Avoid influencing** what they say – be neutral.

❓ Use **how/what/when/where/who** questions – NOT why or yes/no questions.

🤐 **Don't give your thoughts or opinions** during the interview.

🎥 If on a video call, **always have your camera on (even if they don't.**

It takes practice!

Interviewing in action

You are the note-taker for this exercise. Take notes that will communicate what the member did and what they care about. to the rest of the team.

Mapping the Journey

Segment

	Status Quo	Awareness	Consideration	Decision to Adopt	First Experience	Adoption	Advocating
Actions (Activities)	Add activities that a person does for each phase	Copy and add ideas	Copy and add ideas	Copy and add ideas	Copy and add ideas	Copy and add ideas	Copy and add ideas
Touchpoints (Interaction Points)	Add a touchpoint like email, website, or event for each phase						
Sentiments (Thought Bubbles)	For each phase, add people's sentiments in "quotations"						
Emotions (Mood Meter)	Move the points up and down						
Possible Solutions (Opportunities to improve the experience)	Add ideas for each phase here						

DELIGHTED

NEUTRAL

FRUSTRATED

Practice!
The last time you chose an app to add to your phone

Bonus points if it's an Open Source, Distributed, Common Protocol, or p2p app!

STORY-BASED INTERVIEW

- One person asks questions
- One person takes detailed notes (share doc with interviewer)
- One person answers about their experience

- **Start with Tell me about... When was that?**
- **Ask about BEHAVIOUR and CIRCUMSTANCE before feelings**
- **Uncover emotions and identity**

Person 1 - interviewer

Person 2 - note taker

Person 3- interviewee