Empathy is at the heart of our process. Interviewing others helps us learn and uncover insights about people's experiences and stories. Use this toolkit to help guide you through the process.

ELLEN MACARTHUR FOUNDATION

OPENIDEO

Overview

🕐
10-30 MINUTES

👥
2 PEOPLE

Interviews are a key tool to design research. By leading with empathy, we can deeply connect with another person and uncover insights that will help us design human-centered solutions.

What's in this Toolkit

Interview Toolkit: We encourage empathetic and deep interviews to help uncover insights that help us design solutions rooted in real needs and desires.

Synthesis Worksheet: After you're done with the interview, create insights. You'll draw from observations and things said during the interview.

The Interview

FIND SOMEONE TO INTERVIEW

Identify another person to interview. You'll want to interview someone relevenat to the topic. You can even interview someone digitally!

Introduce yourself and be clear about the interview: "I'm talking to people to uncover insights that will help me better design solutions on OpenIDEO." Be clear that you'll post parts of the interview and insights on the OpenIDEO platform.

START THE CONVERSATION

Ask them if they have any questions before you start, and thank them for participating. Then take at least 10 minutes to interview someone. We recommend at least 30 minutes if possible, and sometimes even a follow-up interview if they're able to.

If you meet them at their own home or office because you can make observations and ask them about things in their space. They'll also feel more comfortable, usually. Start with basic questions to learn more about your partner before moving into more pointed questions.

DIG DEEPER

Follow up with thoughtful questions to dig deeper. We find that asking "Why" is one way to open up the conversation.

Post-Interview

SYNTHESIZE LEARNINGS

Organize your notes and synthesize the interview on the next page.

STORYTELLING

Write a compelling story about your partner's experiences and perspectives. You'll want to include quotations, visuals or any other supporting materials.

Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way. Take it a step further and follow-up with your interviewee if you have additional questions that you'd like to go deeper on.

SHARE ON OPENIDEO

If you're interviewing someone for a Challenge, we encourage you to combine quotes and visuals into a contribution that you'll post onto the Research phase of the Challenge.

Synthesis Worksheet

Use this toolkit (or a separate piece of paper) to capture insights, quotations and whatever else might inspire the community to create new solutions. Visuals and other supporting materials are also great tools that can help the community understand and empathize with the person you interviewed. We encourage you to share your insights too!

Important Insights

1.

2.

3.

Memorable Quotes

Background Information

Name:

Gender:

Age:

Occupation:

Location:

Draw Your Partner