

Welcome

#	Concept	Description
W1	Set appropriate expectations	Review context of interview, purpose of interview, roles of moderator, note taker and participant, estimated duration, moderator is not the designer
W2	Reassure participant	Not a test of the participant, here to learn about the strengths/weaknesses of design; Participant should not speak for others unless specifically asked.

Questioning

#	Concept	Example
Q1	Avoid leading questions	Bad: How did you like the login screen? Good: What did you think about the login screen?
Q2	Where possible, ask openended questions instead of binary or limited choices	Bad: Does this make sense? Good: What are your impressions of this?
Q3	Ask opinion questions using balanced emphasis on different options	Bad: Is the feature helpful to you? Good: Is the feature helpful to you or is the feature not helpful to you? Why?
Q4	Ask about actual behavior for the individual, avoid hypothetical predictions for larger groups	Bad: Would this be a good idea? Good: How valuable would this be to <i>you in your</i> job?
Q5	Don't assign blame in probing questions	Bad: Why did you do that? Good: I noticed you did X. Talk me through your thought process.
Q6	Ask for specific examples and encourage storytelling	Bad: Do you have trouble with the search function? Good: Tell me about a time when you couldn't find what you were searching for.
Q7	Avoid overly complex questions that require lengthy descriptions.	Bad: When this site was designed, there was discussion whether... Good: How could this site best meet your needs?
Q8	Don't ask participant to design solutions, ask for opinions on experience	Bad: What would be the best way to design this? Good: In your experience what other applications have done this well?
Q9	Ask curious questions to explore, but avoid argumentative probes	Bad: Do you have anything else to say about...? Good: Can you tell me more about...?
Q10	Ask "Why" to understand reasons for certain actions.	Bad: How would you rate your experience with the site? Good: How would you rate your experience with the site? Why?

Interacting

#	Concept	Example
I1	Let the participant talk	Pause to let them finish a thought - don't talk over them.
I2	React to body language	Pick up on participant body language of frustration or annoyance and adjust interaction accordingly.
I3	Don't defend a design	Act as a neutral party outside of the design team - moderator is there for research, not to defend designs.
I4	Watch for self-censoring	Probe further when participant censors themselves by trying to be too nice, or blaming themselves.
I5	Develop friendly rapport	Be welcoming and helpful to participant without being too empathetic if participant is negative toward a design.
I6	Provide neutral encouragement	Offer fair assessment of participant's responses - don't overly praise positive or negative comments.
I7	Repeat answers	State responses back to participant to ensure accuracy on complex points and to encourage elaboration.
I8	Minimize moderator distractions	Be aware of annoying or repetitive gestures and phrases from the moderator and minimize them.
I9	Encourage think-aloud	For task-based questions, remind participant to think-aloud.
I10	Don't force opinions	Ask about participant opinions where appropriate, but don't force opinion if participant doesn't feel strongly.

Closing

#	Concept	Example
C1	Ask for overall assessment of subject	"Can you summarize your experience with X today?" or "From your perspective, what is the most important thing to consider in the design of X?"
C2	Request comments regarding topics not raised by moderator	"What comments do you have on topics we didn't cover today?" or "What else should I have asked?"