

Do more awkward user interviews

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- You should do more user interviews than you currently do
- You should actively make them even more awkward than they already are

Why you need user interviews

- To adjust how you talk about your project
- To better understand what your users care about
- To plan your project's roadmap

What info do you get from user interviews?

- What triggered the user to find your project
- What your users compare your project to
- How they interact with the project
- Whether or not there was a 'magical' moment when they started using the project, and what that moment was

What's your goal?

- Impress your users about how awesome and smart you are?

OR

- Get really good information?

Awkward interview techniques

- Strategically deploy awkward silences to make people keep talking
- Ask so many follow up questions you risk looking dumb

Awkward silence

- Ask your question: How did you discover project X?
- Zip your lips... even after the interviewee stops talking.

Dumb follow-up questions

- Keep asking 'why:' Why did you care about that? Why did that pain point matter? Why were you doing that?
- Try not to assume anything.

Homework

Hold a mock interview with a friend or colleague.

Let the awkward silence hang.

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