

Interview a Community Member

One obvious but underused approach to learn about community members is to interview them. Below, you'll find tips, questions, and space to capture insights from a brief interview with a current member. You'll be able to use those insights as a starting point for designing future member experiences.

Tips

Be Curious

Ask questions with an open mind, and follow where the conversation leads, always looking for opportunities to deepen the discussion.

Be Accurate

Listen carefully to what your interviewee is saying, and capture details without infusing your own judgments/opinions.

Be Prepared

Write and rehearse your introduction and questions in advance, and think about logical follow-up questions you might ask if/when the opportunity arises.

Interview Guide

Write a short script to introduce yourself and the purpose of this interview.

Sample Questions

- What is at least one thing you would like to gain from participating in this community in the future?
- Describe your ideal forms of interaction with the community. (How would you prefer to connect with other members?)
- What do you personally get out of participating in the community/what value does it provide to you?
- Describe your experience as a new member of the community. How were you introduced/onboarded? What were your first interactions with members/community leaders like? What was clear, and what wasn't as clear about the community from your vantage point?

Write your own questions:



Interview Notes

Interviewee Name:

Interview Date:

Synthesis

Review & synthesize your main takeaways from the interview into a set of actionable bullet points you can reference moving forward.

