



How to conduct a good interview

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INTERVIEW ROAD MAP

tell me about the last time...

i'm curious about...

so what I hear you saying is...

can you walk me through...

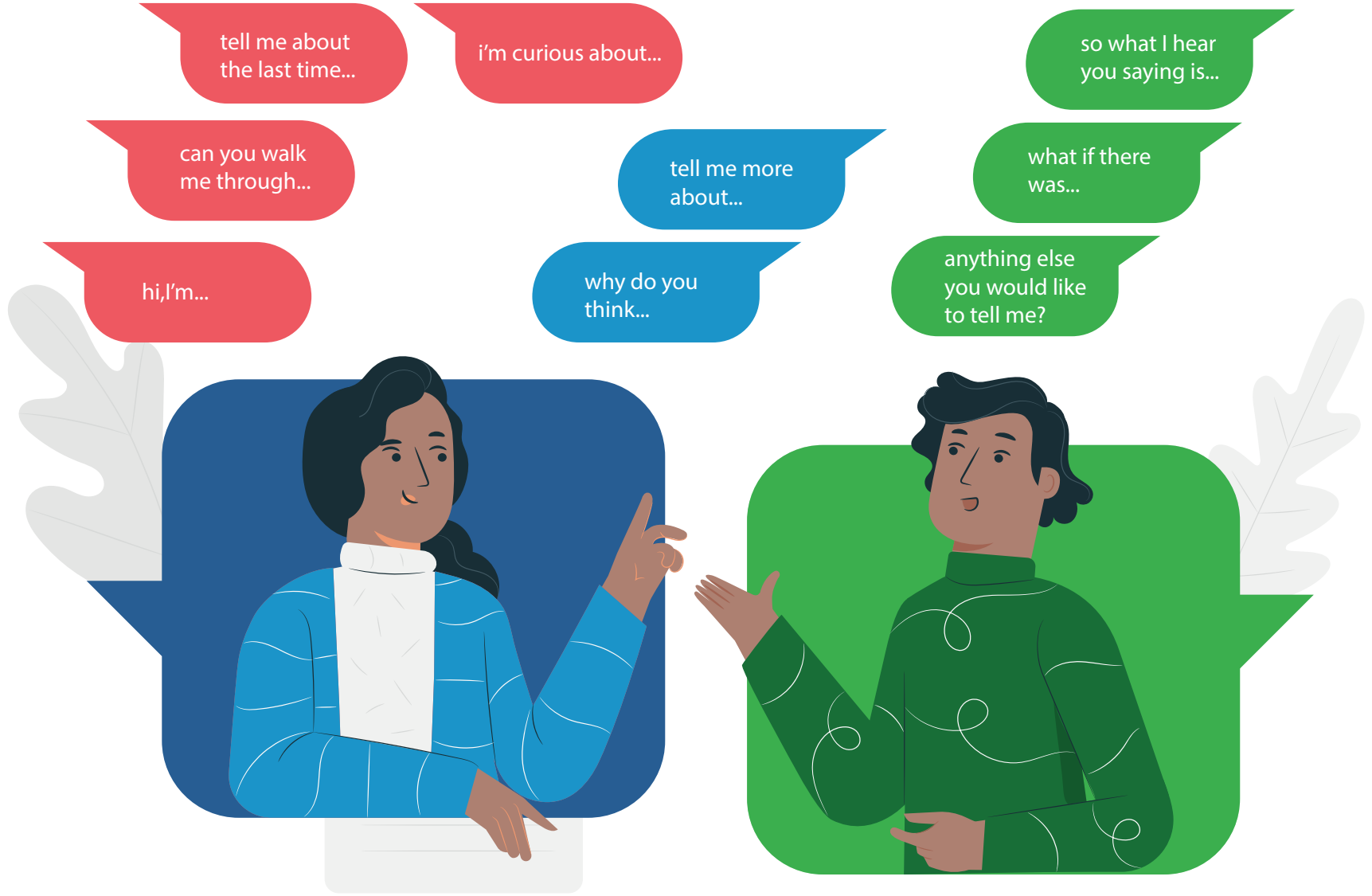
tell me more about...

what if there was...

hi, I'm...

why do you think...

anything else you would like to tell me?

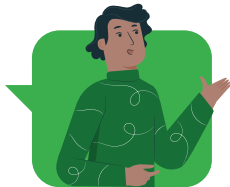


STARTING THE INTERVIEW

Hi, We Are



QUESTIONS DO'S AND DONT'S



No yes/no questions.

NO: Do you like air travel?

YES: How do you feel about air travel?

No leading questions.

NO: Do you think airports are boring?

YES: What do you like or dislike about airports?

YES: Tell me about an airport

Introduce yourself and give a brief description of your project.

Tell the interviewee approximately how long the interview will take.

Tell the interviewee that there are no right/wrong answers, and that you are interested in their real opinions. It's nice to thank the interviewee for agreeing to talk to you.

you've been to.

No "usually" questions.

NO: What do you usually do at the airport?

YES: Tell me about the last time you were at an airport.

YES: Tell me about your worst/best/craziest experience at an airport.

10 words to a question.

You should only be talking 20% of the time. Interviewing is really about listening, not talking.

QUESTION TYPES

1. Get information:

Tell me about the last time you _____.

How often do you _____?

Can you walk me through the process of _____?

What's your favorite/least favorite part of _____?

How has _____ changed over time for you?

What I hear you saying is _____. Is that right?

2. Go deeper

Tell me more about that.

Why is that?

Why did you do/say/think that?

How did that feel for you?

3. Explore new ideas

What would you think / how would you feel if _____?

If you had a magic wand, what would you most like to

change about _____?

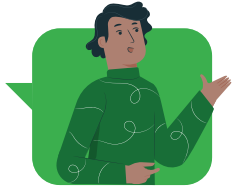
What would be your dream-come-true about _____?

BEYOND TALKING



Silence is incredibly important. If you leave space between your questions, your interviewee can reflect on what they've just said and may reveal something deeper. Use body language that shows you're listening. Don't fidget, cross your arms, or turn your body away from your interviewee.

ENDING THE INTERVIEW



Thank the interviewee. If possible, be specific about how they were helpful to you. ("You really helped me understand that airports can be relaxing.") Ask, "Before we finish, is there anything we didn't talk about that you'd like to tell me?" The most interesting stuff

often comes at the very end of the interview, when the interviewee has let his or her guard down.

Ask if you can take a photo, for your internal use only. The interviewee is more likely to say yes after the interview than before.

Record personal details, if you didn't at the beginning (name, age, city, occupation, etc.).

For longer, in-depth projects: ask if the interviewee has ideas for other people you should talk to.

DEBREFING THE INTERVIEW



Always take time to debrief an interview immediately afterwards. You think you'll remember it perfectly, but trust us, you won't! Go over your notes. Fill in holes, and circle or highlight key quotes. Note your 3-5 top learnings. Note any new questions you have.

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Thank You

Digital Skills for an Innovative East African Industry (dSkills@EA) is a regional innovation hub that offers digital skills and capacity building relevant for the digital transformation of industries and society through academia and industry collaboration. The project aims at strengthening the employment and innovation-related digital skills of youth in the EAC and supports the industry's and society's digital transformation. Learn more at <https://www.cenit-ea.org>

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