

SHOW ME

If you are in the interviewee's environment, ask him/her to show you the things they interact with (objects, spaces, tools, etc). Capture pictures and notes to jog your memory later. Or have them walk you through the process.

DRAW IT

Ask participants to visualize their experience through drawings and diagrams. This can be a good way to debunk assumptions and reveal how people conceive of and order their activities.

5 WHY'S

Ask "Why?" questions in response to five consecutive answers. This forces people to examine and express the underlying reasons for their behavior and attitudes.

THINK ALOUD

As they perform a process or execute a specific task, ask participants to describe aloud what they are thinking. This helps uncover users' motivations, concerns, perceptions, and reasoning.