



Capturing Customer Context Starter Interview Guide

Don't have a ton of time to prepare your own discussion guide, but you need to conduct a customer interview that goes beyond "how do you use our product"? Use this discussion guide based on content from [Design Beyond Devices: Creating Multimodal, Cross-Device Experiences](#) to get you on your way. Remember CROW – to get a well-rounded picture of your customer's context, you're looking to establish elements of their Character, Relationships, Objective, and their Where.

Remember, this is just a starter guide. You can ask questions in any order, you can rephrase them, and you can add or remove questions as appropriate. If you are not already working on a specific product, you'll probably rephrase these to focus on tasks.

Section 1: Character (Attributes, Attitudes, and Choices)

1. If you were meeting a potential friend for the first time, how would you describe yourself?
2. What parts of your personality are you most known for?
3. How do you like to express your individuality? Do you generally feel safe doing so?
4. Do you identify with any specific marginalized groups that you're willing to share with me? What are they?
5. What parts of your identity do you feel are overlooked or misunderstood?
6. If you feel comfortable doing so, could you tell me about a time where you felt excluded or disadvantaged because of an element of who you are?
7. How do you feel your family upbringing influences your choices now?

Section 2: Device relationship

1. Do you own this device, or does someone else? How long have you had it in your possession?
2. How do you feel about the device? Does it have a nickname?
3. How much time do you spend with this device a day?
4. Do you have to take special care of this device?

Section 3: Product relationships

1. Are you the person who gets to choose what to purchase or use for this task? If not, who does?
2. How do you feel about the product you're using? The business that makes the product?
3. Who else uses this product with you? At the same time, or do you take turns?
4. If you're sharing this product, how is that going? How does everyone feel about that arrangement?

Section 4: Objectives

1. What are you hoping to accomplish this year?
2. What does a good day (at work, at home) look like for you?
3. Is anything getting in the way of what you're trying to do on a regular basis?
4. What were you hoping to accomplish when you started using this product?
5. If you were going to hire someone to do the job this product is doing, what would that job description be?

Section 5: Where

1. In what locations would you complete this task? What specific parts of that location?
2. What else is at arm's reach when you'd be using this product?
3. Would power usage be an issue? Would chargers be handy when you're using this product?
4. Are the places you'd use this product distracting? What kinds of distractions?
5. Would you ever be doing this task while looking at something else?
6. Are there other people around in the spaces you'd complete this task? How do those people affect your use of the product, and how you feel about using it?

