

GUIDE FOR DEPTH INTERVIEW

Try to incorporate some projective techniques to help uncover latent needs. For example, use third person and ask “Why do people need this product?” “Who is the typical user of this product?” “How would someone hear about this product?”

Also try to use the laddering technique where it makes sense... “Why do you need this product?... ok Why? Why?...” until you arrive at an ultimate goal.

- **TRIGGERS OF PROBLEM RECOGNITION**

1. When you did first think that you wanted/needed the product?
2. What triggered you to think of buying the product?
3. Try to explain as much detail as possible the context of that moment (your needs, thoughts or influencers)?
4. What did you need the product for? What did you expect to get from this product?
5. Did you have this problem before? If yes, how did you solve it before?
6. **This question may be redundant with #1-3.** How did you feel and when did you notice this problem/need? What functions would it facilitate?

- **SEARCH PROCESS**

1. How did you search to understand this product more?
2. Describe as much detail the context of that moment?
3. What did you search for? **Ask specifically about word-of-mouth. Who would someone talk to when learning about this product?**
4. What sources did you use?
5. How did the search process make you feel?
6. Which attributes do you think that would be relevant and irrelevant? And why? **You may want to get an approximate ranking of attributes here as well.**
7. What were the main influencers during your search process?
8. Did you follow any process to do your search? **How much time does someone spend searching for the right product?**

- **PROCESS FOR FORMING CONSIDERATION/SELECTION OF EVALUATIVE CRITERIA**

1. What criteria did you use to evaluate the product? **Ask them “why” here.**
2. Describe the process that how you defined this criteria?
3. What were the main influencers when you defined the criteria?
4. Was there any criteria that you didn’t use and now you believed that was important to what you had evaluated?
5. Where did you get this criteria from?

- **DECISION RULES VS HEURISTIC** **Some of this may be redundant with the previous section**

1. From the attributes you mentioned, how did you prioritize them and why?
2. In the whole process of deciding this product which did you consider the key decisions that you took?
3. Was there any trend that you followed to decide to select this product?

4. How did you feel that when you took the decision to buy a certain product?
5. Did it meet your expectations of the product?
6. Will you buy this product again? If so, when and why?

Start with some more general questions about which brands they are familiar with for the product. Which brands are most preferable and why. You might try rephrasing some questions to make them less “academic” by using more everyday speech. It depends who you will be interviewing.

Good luck!