**User Journey interviews**

**Introduction:**

Hi, my name is . . . . . . . . . . . . . . . , I work for . . . . . . . . . . . . . . . . . . . . . . . .

I’m doing some research to learn about the process people go through when they’re . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

We’re doing this so we can understand how to make the process better for people. Could you spare 20 minutes to talk to me about the process you went through?

So, this is all about learning about how we can make things better for people going through the same process you did, I’m here to find out what needs to change, so it really helps if you can be honest about how that was for you. Part of my job is protecting your anonymity - making sure that no one else ever knows who it was I spoke to in these sessions, so you can tell me anything you like.

Ask them to read and sign consent form

**Start the interview**

Before we get going, could you tell me a bit about yourself?

(take notes)

**Possible prompts:**

* What do you do?
* Do you have any hobbies or other interests?
* Have you lived in the area for long?
* Tell me a bit about how technology fits into your life?
* How do you usually get around the area?
* Do you ever have to deal with the council for anything?

**Start the mapping exercise:**

*Work through the process with the user, building up a map of everything they did. Start with an overview and then go into the detail. Use prompts to gather more info.*

I’m interested in the process you went through to . . . . . . . . . . . . . . . . . . ., can you tell me what you did?

**Possible prompts (DOING):**

* What was the first thing you did?
* And then what happened from there?
* Did you know anything about the process before that?
* How did you find out about that?
* What happened between that and that?
* How long did each part of it take?
* Where were you when you were doing this?

**Possible prompts (THINKING):**

* What did you know about the process before you started?
* How did you find that out?
* What did you need to find out as you went along?
* What do you wish you’d known before you started?
* What were you expecting?
* Why did you do it that way?
* What would you do differently?

**Possible prompts (FEELING):**

* How did you feel as you went through the process?
* What was the worst part?
* What was the best?
* Were there times when you felt less confident?

**Checking the map**

Having completed the map with the user, talk them through it, checking that you’ve got everything.

Check there for stuff before and after what’s been mapped.

Ask the user if they feel it’s a good representation of the process they went through.

You’re done ☺