



Voltage Control 5 Act Interviews

Act 1: Hello & Welcome (5 mins)

What to Remember	What to Say
A high-level description of your project to give them perspective. There are no right or wrong answers. We just want to learn.	Questions before we start? Thanks for agreeing to chat with me. We're always exploring new ways to learn from users, improve their experience, and test new ideas. You've been invited to help us explore a new project. A few of my colleagues are listening and taking notes, but I'm the only one asking questions.

Act 2: Build Rapport (10 mins)

What to Remember	What to Say
Begin with questions that help you get to know the person and more about their experiences, or themes, you are exploring.	For example, if you're making an app for dog lovers, you might ask about their pets, favorite pet stores, and brands, and other pet apps they've used.

Act 3: Prototype (20 mins)

What to Remember	What to Say
Ask open-ended questions DON'T ask multiple-choice questions. DON'T ask yes/no questions. Ask broken questions So what..? is..? Bring your curiosity DON'T assume. Always ask why!	Now I'm going to share a prototype with you. Is that ok? There's nothing you can do wrong. I'll be here to help. I didn't design any of this so can't hurt my feelings or flatter me. Think aloud. Things you love, things that confuse you, things you hate Take it slow and explain what you are thinking, wondering and doing. I'll be asking you questions along the way.

Act 4: Debrief (5 min)

What to Remember	What to Say
Ease the transition from the prototype to further probing conversation. Be thankful for this person's time.	What surprised you about what you saw today? Who do you think this is for? How would they use it? How does it compare to the things you've seen in the past? How would you feel about using this in the future?

Act 5: Goodbye (5 min)

What to Remember	What to Say
Briefly summarize a few of participants' key points.	I've enjoyed sharing this with you. Your input will be very valuable to me and the team. We really appreciate your time and feedback. Thank you! Enjoy your day!

Big thanks to Michael Margolis, the creator of the 5-Act Interview. This would not have been possible without him.