

Interview cheat sheet

1 Starting broad: The introduction

Start by asking questions to get to know the person better. Who are they? What is their occupation? What is their family situation? While these demographic questions might not be the most interesting to you, they help put the interviewee at ease. These are easy questions for someone to answer and will help kick off a smooth flow of conversation.

CATCH

You need to identify the Moments that Matter in catching someone's attention. Look for specific situations, times, and social contexts when someone did or did not pay attention to the desired behaviour.



Tip: Look for pains in their current behaviour; highlighting these will help catch someone's attention. Additionally, try to discover their jobs-to-be-done. Appealing to someone's job-to-be-done is an effective way to capture their attention.

2 Unraveling failed and successful journeys

You now want to ask if someone has already engaged in the desired behaviour. If so, ask them about both a failed and a successful attempt. Inquire about every step they took, when they took it, with whom, using what resources, and why they did it. This will reveal the **Moments that Matter**. PS. If someone has not engaged in the desired yet, ask about a similar behaviour (eg if you want to know about mortgages but someone never had a mortgage, you can ask about other big financial decisions).

CONVERT

You need to identify the moments when someone successfully engaged in the desired behaviour and when they did not. Additionally, you should aim to uncover rigid beliefs that hinder engaging in the behaviour.



Tip: Try to identify anxieties and comforts. Addressing these concerns can significantly increase the likelihood of converting someone.

CONFIRM

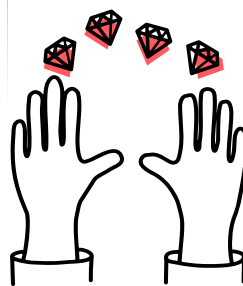
You need to discover when someone has experienced (or might experience) success in engaging in the desired behaviour, including the reasons why and how it happened.



A general tip: If you notice someone has strong positive or negative emotions about a moment or decision, make a note of it. You can also ask them how they feel about something.

CONTINUE

You also need to uncover how many times someone engaged in the desired behaviour, and why they did not. What helped them? What hindered them? This will help you determine whether they need assistance in sustaining the behaviour.



Getting specific: example questions about saving energy

- Can you tell me about how you **use energy**? It could be electricity, gas or water. Can you take me back step-by-step on how and when you used energy?
- When did you mind consuming energy? And when did you not? When did you have a good feeling, or didn't you mind using energy? And when didn't it feel that good? Why?
- Have you ever had moments when you thought: now I have to start saving energy? Why? Was this triggered by something or someone? How? Do you believe saving energy is important? Why/why not? Do you feel it helps or has a positive impact? If yes, on what? Or why/why not?
- What were times you thought about saving energy but didn't manage to do so? Why did you want to save energy at/in that particular moment/situation/time? How were you triggered by this? What did you do? So why didn't it work out? = **failed journey**
- What were times when you did manage to save energy? Why at/in this moment/time/situation? How were you triggered by this? What did you do? How did you do it? Alone or with someone else? Did this make things possible for you? Or could you achieve something with this? What? How? = **successful journey**
- Did saving energy succeed only once, or are you still doing it? If so, has that caused anything positive for you/your family/living environment? Do you think this is important? Why? If not, what caused you to quit saving energy? Did someone or something cause it?
- If you think back at your energy use in the past. What are moments you feel good about using energy? Why? And what are moments that didn't feel good? Why?



A tip: Deepen the answers someone gives by asking questions like: What happened next? How? Why? At what time? With whom? Where? Were you alone? What triggered it? How did this make you feel?



A tip: As a notetaker, don't make a transcript but write down exact quotes. It helps to write them on separate post-its, and if possible, already marking the quotes with a P, G, C, A or J.

3 Finishing up: Final words

Finally, ask if someone would like to add anything themselves. Have you forgotten anything? Did something come to their mind as a result of the conversation? It doesn't matter what. And then thank someone warmly for the conversation.