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## Interviews by sovanta

User interviews can be used to gather information about users' experiences and needs as well as application-related insights on a specific topic or issue.

# Interviews by sovanta

Interviews make it possible to learn unfiltered about problems, challenges, and personal opinions directly from the user and thus to gain a deeper understanding of the user's needs in the context of a product. Due to its versatility and individual applicability, the user interview is one of the most widely used methods of qualitative user research and thus an essential component for developing products or services in a user-centered way.



## Goal-oriented insights

Our experts use a guideline-based interview to gather all the insights about the goals, wishes and needs of the target group.



## Challenges analysis

We uncover key challenges early in the project through our interviews to enable a user-centric solution for your product.



## Specific recommendations

With the help of the interviews, our experts can illustrate important user experience values and use them to identify specific recommendations for your product.

# These are the advantages of interviews



## Flexibility

The open design of interviews makes it possible to respond individually and flexibly to individual users and user groups.



## Valid results

Interviews with as few as eight participants yield valid and meaningful results.



## From anywhere possible

Interviews can take place on-site in our Design Thinking rooms, remotely via MS Teams or an alternative tool, as well as at the users' homes or directly at their workplaces.



## Scalable scope

Depending on requirements, time and budget, the scope of interviews can be adjusted, and main points defined.

# Unser Vorgehen

01



## Preparation

It is important for us to gather as much information as possible about the users and the context before the interviews. For example, are there certain areas or use cases that should be considered in particular? In addition, we advise which users are suitable as participants for an interview and jointly agree on the guiding questions and goals of the interviews.

02



## Interviews

Our experts conduct the interviews with the participants at your desired location or remotely. The open structure of interviews allows us to respond individually and flexibly to the individual participants in order to collect as much qualitative data as possible.

03



## Review & Analysis

The results of the interviews are documented in a well-structured report and illustrated with quotes. The report summarizes the requirements and wishes of the target group for their product. If desired, we transfer the results directly into personas, user stories or a process map, which can be used for a seamless entry into the design phase.

04



## Presentation of results

The results are presented and discussed by our experts in a workshop. We will then be happy to support you in planning the next steps and help you find individual solutions that fit your company and product.

# Preparation of the results

If desired, our experts will be happy to advise you on how the results of the interviews can be further processed and which method is best suited for the further course of the project.



## Persona

A persona is an aggregated profile of a particular type of user and thus defines that type. A persona can, as a result after interviews, create a common understanding of the user.



## Process Map

A process map shows the course of a process as a whole. As a result of an interview, a process map can create a common understanding of a process and visualize it.



## User Journey Map

A user journey map is used to take a holistic view of a target group's interactions with a product or service. It provides a consistent understanding of user goals at each step and helps define requirements.



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## Wrap Up & Contact

With our User Interview you get valuable insights into the experiences and needs of the users of your digital application in a short time.

# Deliverables

What you receive in the context of user interviews by sovanta.



*Initial meeting* to define focus of interviews.



A report with prioritized & categorized list of *all Findings*.



*Presentation of results* by the responsible expert and support in planning the next steps.

# Why are interviews important for your product?



1. Besseres Verständnis über die Erwartungen an das Produkt
2. Intensives Verstehen und Kennenlernen der Zielgruppe
3. Geringerer Zeit- und Kostenaufwand für ein nutzerorientiertes Ergebnis
4. Spezifische Einsichten in den Kontext, Ziele, Abläufe & Herausforderungen
5. Geringere Entwicklungskosten durch Vermeidung von Fehlentwicklungen
6. Positivere Wahrnehmung der Marke & zufriedенere Nutzer
7. Better understanding of the expectations of the product
8. Intensive understanding and getting to know the target group
9. Reduced time and cost to achieve a user-centric outcome
10. Specific insights into context, goals, processes & challenges
11. Lower development costs by avoiding missteps
12. More positive brand perception & more satisfied users

# During a brief exchange ...

... we will be happy to explain how your interviews can look.



Carolin Harms

is Head of Design and manages the sovanta office in Hamburg.

p +49 6221 18733-23

e [carolin.harms@sovanta.com](mailto:carolin.harms@sovanta.com)



Svenja Spannagel

has developed the service package for user interviews with her expertise in communication sciences.

p +49 6221 18733-0

e [svenja.spannagel@sovanta.com](mailto:svenja.spannagel@sovanta.com)



# Thank you

for your interest in our offering.



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