

16:52:08 From Peter Chang to Everyone:  
I can hear u

16:52:08 From summer to Everyone:  
i can hear you!

16:52:14 From Enz Baur to Everyone:  
yes

16:52:16 From Zlata Ivleva to Everyone:  
Same here

16:53:25 From Enz Baur to Everyone:  
Will this session be recorded and shared later?

16:53:38 From Abigail Arthur-Chillman to Everyone:  
yes

16:54:53 From Taylor Covington to Everyone:  
I'm from Austin, Texas!

16:54:56 From Zlata Ivleva to Everyone:  
NYC

16:54:58 From Jen Blatz - UXRS to Everyone:  
I am in Frisco TX

16:54:59 From Peter Chang to Everyone:  
Brooklyn here

16:55:00 From Shaw Coney (They/Them) to Everyone:  
St. Louis, MO

16:55:01 From Libby Alders to Everyone:  
North Carolina, Pinehurst.

16:55:02 From Juliiias Ellis to Everyone:  
Hi Everyone! From San Francisco.

16:55:13 From summer to Everyone:  
Hi from Boston!

16:55:15 From John Keeler to Everyone:  
Jersey City represent!

16:55:20 From ersapletsch to Everyone:  
Toronto, ON, Canada

16:55:30 From Rebecca Sweeton (she/her) to Everyone:  
Ann Arbor, MI

16:56:42 From Libby Alders to Everyone:  
First one

16:56:47 From Benjamin Davies to Everyone:  
Central MA, USA

16:57:09 From Amanda Monarch to Everyone:  
Chicago, IL

16:57:30 From Peter Chang to Everyone:  
Been to the The Human Insight Summit

16:58:09 From Michaela Mora to Everyone:  
Hi from Euless (Dallas area) in north Texas.

16:58:38 From Lorie Whitaker to Everyone:  
I've been to the uXR Collective conference

16:58:45 From Lorie Whitaker to Everyone:  
Welcome to all the new people!

16:58:48 From Lin H Howe to Everyone:  
Jersey Shore

16:58:49 From Rehan Ahmed to Everyone:  
From Northern VA

16:58:59 From Will Trogdon to Everyone:  
Seattle, Wa

16:59:03 From Ameya to Everyone:  
Athens, GA

16:59:09 From Malari Barber to Everyone:  
Long Beach, CA

16:59:16 From Farilee Mintz to Everyone:  
San Francisco, CA

16:59:38 From Esme Neal to Everyone:  
I'm from San Francisco, CA, and this is my first UXRS event

17:00:23 From Chauncey Wilson to Everyone:  
Chauncey Wilson from Wayland MA near Boston

17:00:43 From Carmen Keating to Everyone:  
Carmen Keating from Portland!

17:00:51 From Ellen Wagenfeld-Heintz to Everyone:  
Kalamazoo MI

17:00:51 From Carmen Keating to Everyone:  
fyi - Jen you are on mute

17:01:05 From Alli Kennedy to Everyone:  
Hey Jen you are muted :)

17:01:12 From Zigzy UX to Everyone:  
I've attended a few events now but I think the last one was with Erika Hall.

17:01:17 From Christine Fajardo to Everyone:  
Muuuuuch better! :-D

17:01:50 From Ana Maria Ospina to Everyone:  
From Colombia!

17:02:04 From Chad Serrant (he/him) to Everyone:  
This is my first time. Hello from Boston, MA (USA)

17:02:07 From Sheedeh, Shaghayegh to Everyone:  
From California, Irvine

17:02:10 From Hely Lopes to Everyone:  
NZ

17:02:14 From Mark Rosenberg to Everyone:  
Near Vancouver, WA..not been to an event before

17:02:17 From The Tracy Taylor to Everyone:  
First time - Connecticut (USA)

17:02:18 From Sole Rodriguez to Everyone:  
From Houston:D

17:02:19 From Sheedeh, Shaghayegh to Everyone:  
I've been to heuristically speaking

17:02:19 From zach lim to Everyone:  
Morning from Singapore! 6am woohoo :D

17:02:37 From Ian to Everyone:  
Hi from Salt Lake City! I attended the heuristic evaluation session and loved it.

17:02:39 From Susan Subracko to Everyone:  
Hi from Brooklyn...attended the Heuristic Eval

17:02:41 From Melissa De Yoe to Everyone:  
Hello from San Diego, CA! I've been to so many webinars lately its all one big blur.

17:02:51 From Sonia G. to Everyone:  
Hello from México

17:02:59 From Alaina Ylitalo to Everyone:  
Hello from Denver!

17:03:13 From Lorie Whitaker to Everyone:  
A big welcome to all the newbies!!

17:03:15 From Christine Fajardo to Everyone:

Manchester, NH 🙌

- 17:03:21 From Elba Echevarría to Everyone:  
Hello from Tijuana, MX
- 17:03:27 From Karl Uschold to Everyone:  
DNVR
- 17:03:51 From Rachel Smith to Everyone:  
Hello from Minneapolis, MN, USA!!
- 17:03:59 From Malari Barber to Everyone:  
Are you following us on Twitter?  
[https://twitter.com/ux\\_and](https://twitter.com/ux_and)
- 17:04:03 From danielle henry to Everyone:  
Hello from Milwaukee, WI, USA! :D
- 17:04:13 From Malari Barber to Everyone:  
Like us on Facebook!  
<https://www.facebook.com/UX-Research-and-Strategy-107790134316377>
- 17:04:15 From Rachel Gamage to Everyone:  
Hey from Charlotte, NC
- 17:04:16 From Christine Fajardo to Everyone:  
Chewing face??
- 17:04:47 From Lorie Whitaker to Everyone:  
Wednesday!
- 17:04:47 From Sole Rodriguez to Everyone:  
I am eating I will spare you all the visual
- 17:04:48 From Malari Barber to Everyone:  
Join us at our free June event "How To Leverage UX and Market Research to Understand Your Customers"-- Get your ticket now on Eventbrite  
<https://www.eventbrite.com/e/how-to-leverage-ux-and-market-research-to-understand-your-customers-tickets-153718978603>
- 17:05:21 From Malari Barber to Everyone:  
July Event: UX Pro Hiring Panel  
<https://www.eventbrite.com/e/how-to-land-a-ux-job-panel-discussion-with-ux-hiring-managers-tickets-158609399985>
- 17:05:24 From Sara Loup to Everyone:  
Hi, I'm from St. Louis and I've been to heuristically speaking and research with Erika
- 17:06:11 From Malari Barber to Everyone:  
Sign up for our Slack channel! Fill in this form.  
<https://forms.gle/4pFyZJyreEdvPWoz6>
- 17:07:01 From Rachel Smith to Everyone:  
Awesome, Adam is the best!!
- 17:07:20 From Malari Barber to Everyone:  
LinkedIn Collector Form  
<https://forms.gle/vxKCv5JRBMqkKpTP7>
- 17:08:12 From Malari Barber to Everyone:  
What did you think of today's event? Complete the survey now! Help us improve the UXRS events  
<https://forms.gle/zHY37s4mmh9wFVrE8>
- 17:09:12 From Rebecca Sweeton (she/her) to Everyone:  
Will the slides be sent out afterwards? Thanks!
- 17:09:49 From Malari Barber to Everyone:  
Vimeo  
<https://vimeo.com/uxrs>
- 17:10:36 From Malari Barber to Everyone:  
We have a Code of Conduct make sure you are following our respectful guidelines

[https://www.uxresearchandstrategy.com/uploads/1/2/6/7/126713167/uxrs\\_code\\_of\\_conduct.pdf](https://www.uxresearchandstrategy.com/uploads/1/2/6/7/126713167/uxrs_code_of_conduct.pdf)

17:11:12 From Rachel Smith to Everyone:  
Where in the Slack channel will Adam's event/workshop tickets be available?

17:11:43 From Melissa De Yoe to Everyone:  
Who here is a recent boot camp grad looking for work in UX for the first time?

17:11:51 From Lauren Singer to Everyone:  
Rachel - we will post it in the #uxrs\_events channel

17:12:51 From Rachel Smith to Everyone:  
@Lauren, thank you!

17:13:00 From Malari Barber to Everyone:  
Vimeo Master your UX Interview  
<https://vimeo.com/ondemand/masteryouruxinterview>

17:13:57 From Morgan to Everyone:  
Will you share out the recording after the event? I just joined so I missed the introduction.

17:14:23 From Lauren Singer to Everyone:  
The recording will be shared via Vimeo - you will get access to this using the same email you used to register for the event!

17:14:32 From Lauren Singer to Everyone:  
Vimeo  
<https://vimeo.com/uxrs>

17:15:20 From Malari Barber to Everyone:  
Youtube video about Qualitative research analysis It's In the Details: The Magic of Analyzing User Research  
<https://www.youtube.com/watch?v=ThTzAvtrxIU&list=PLPPXtwgRx22Isf2g-GWkN-i-eTCFfAt8k&index=5>

17:20:49 From Lorie Whitaker to Everyone:  
If you have any questions, please post them in the chat :)

17:24:08 From Sole Rodriguez to Everyone:  
Yul worked for a while as a participant to focus groups and I am an introvert I always automatically let the extroverts take over. I can't help it, is my way to save energy

17:25:00 From Ana Maria Ospina to Everyone:  
Are these pros and cons considered the same these days (remotely) ?

17:26:43 From Michèle Robinson to Everyone:  
Q: How would you describe the difference between the "Problem to solve" and the "objective" of the research?

17:28:12 From Ian to Everyone:  
Do you have any tips about identifying the problem to solve if stakeholders are having trouble articulating the actual problem?

17:28:23 From Lauren Singer to Everyone:  
Michele - in my mind, they are similar. However I never ask stakeholders what their research objectives are because they may not understand the right way to frame it. I like to start out with human basics to dig in deep and then develop objectives from there.

17:28:42 From Michaela Mora to Everyone:  
Focus groups are appropriate for certain market research problems. To know more about when focus groups make sense, check this article: <https://www.relevantinsights.com/articles/focus-groups/>

17:30:28 From Michèle Robinson to Everyone:  
thanks Lauren!

17:31:18 From Juliias Ellis to Everyone:  
Q: Are questions also referencing the Persona's?

17:33:16 From Lauren Singer to Everyone:

Julias - in my experience, if you have good research based personas, they can help with recruitment criteria. But a lot of time personas are based on stereotypes and assumptions, so be careful when you use them to make sure you are not biasing your own research with selection.

17:33:50 From Julias Ellis to Everyone:

Thank you Lauren!

17:33:58 From Michaela Mora to Everyone:

Michele, I see "resolve a problem" in terms of business problem. What is the problem the business for which it decided to do research? Then you translate the problem into information need questions, which are the actual research objectives.

17:36:56 From Michèle Robinson to Everyone:

Thanks Michaela! makes sense :)

17:39:09 From Michaela Mora to Everyone:

Julias, Ideally the personas should be based on an actual market segmentation or customer segmentation, which can provide a set of questions that can be used to identify the segments in future research or recruitment for future research like user interviews. They would be used as screening questions to identify the segments/personas. Personas are just rich profiling of the segment. They should be based on actual research, not assumptions.

17:42:59 From Ana Maria Ospina to Everyone:

Do you consider incentives should always be offered to participants?

17:43:59 From Lorie Whitaker to Everyone:

Ana, it's an industry standard to provide gratuities to your participants. Sometimes it can be swag instead of \$\$ though. Or buying them a free drink if you're testing at Starbucks, etc.

17:44:10 From Julias Ellis to Everyone:

Q: How many minutes is the most ideal time for interviews?

17:44:26 From Ana Maria Ospina to Everyone:

Thank you Lorie!

17:44:43 From Erica Gregor to Everyone:

A great tool for zoom interviews that I've used in the past has been <https://grain.co/> !

17:44:44 From Lorie Whitaker to Everyone:

Julias, it really depends on how much information you have to cover. A rule of thumb is to not go much past an hour with someone without working in a break.

17:45:10 From Julias Ellis to Everyone:

Got it Lori. Thanks for this.

17:45:14 From Lorie Whitaker to Everyone:

Julias, I'd also consider not going past 2 hours (that's super long for you and double super long for your participant)

17:45:27 From Lauren Singer to Everyone:

Agree Lorie. I've tried 1.5 - 2 hours and it is just too much. For the participant and the interviewer.

17:45:34 From Michaela Mora to Everyone:

Ana Maria, Always budget for incentives, whatever the type (cash, gift cards, valuable swag, etc.). It shows respect for participants' time and will increase response rate and participation.

17:45:36 From Julias Ellis to Everyone:

Yes, I have noticed that the sweet spot is 40 minutes.

17:46:05 From Lorie Whitaker to Everyone:

I usually do an hour if it's discovery work. For usability testing I try to keep to 45

17:46:29 From Ana Maria Ospina to Everyone:

Thanks, Michaela

17:46:32 From Visnu Ghosh to Everyone:

I second Michaela, it can also be helpful to ask the participant in advance what incentive they would like the best

17:47:10 From Lorie Whitaker to Everyone:  
Visnu, but I wouldn't give them a choice of how much \$\$\$. Lol But you do have to be aware that some people can't take gift cards due to their company policy

17:47:11 From Lauren Singer to Everyone:  
I'm stealing this setup! Hadn't thought to do it this way before!

17:47:14 From Juliiias Ellis to Everyone:  
I recently did interviews, and asked where they shop for organic food, and ended up giving gift certificates for organic food in their locale.

17:47:33 From Sole Rodriguez to Everyone:  
Q: Beside the Zoom recording do you use any other voice recording device?

17:48:02 From Visnu Ghosh to Everyone:  
True @Lorie haha

17:48:29 From Michaela Mora to Everyone:  
There are many providers that can help manage incentives with both digital and physical gift cards if you go that route. A popular one use in many market research studies is: <https://www.rybbon.net/>

17:48:38 From Lorie Whitaker to Everyone:  
We use TangoCard

17:48:56 From Sole Rodriguez to Everyone:  
yes

17:48:59 From Ali Nematollahi to Everyone:  
of course

17:48:59 From Sole Rodriguez to Everyone:  
it will

17:49:01 From Enz Baur to Everyone:  
If you are typing whilst you are interviewing will the participant hear the tap tapping on your keyboard? do you have a quiet keyboard

17:49:36 From Michaela Mora to Everyone:  
Another incentive management provider: <https://www.virtualincentives.com/>

17:49:47 From Mark Choi to Everyone:  
Speaking of contingencies, how do you ensure you minimize the number of no-shows?

17:49:51 From Lorie Whitaker to Everyone:  
Lol End I'd do a test. Record your desktop with you typing to find out

17:50:01 From Lorie Whitaker to Everyone:  
Mark, always always always send reminders

17:50:13 From Lorie Whitaker to Everyone:  
24 hrs, 12 hrs, 2 hrs, and 30 mins

17:50:24 From Erica Gregor to Everyone:  
@Enz if you're using your computer's mic, they will likely hear it. But if you have a unidirectional mic or headset then you should be good!

17:50:26 From Mark Choi to Everyone:  
Smart. Very pragmatic. Thanks!

17:50:26 From Lorie Whitaker to Everyone:  
If you use a recruiting firm, they should be calling to remind the user

17:50:48 From Lorie Whitaker to Everyone:  
Also remember if you are sharing your screen, you can't type on the same device for notes!

17:51:14 From Enz Baur to Everyone:  
@Erica thank you :)

17:52:44 From Michaela Mora to Everyone:  
To manage no-shows, we do a couple of things: 1) Call participants to reminder the day before. Don't rely on email reminders only. 2) Over recruit "floaters." These are effectively replacements.

17:53:33 From Lorie Whitaker to Everyone:

Floater are nice, but I haven't been able to use them in years. And I don't get phone numbers for my users that I'm recruiting. So I rely on email reminders. I also wait for 10-15 mins before I cancel the session

17:55:23 From Anton to Everyone:

Do we get a copy of the resources? Excel spreadsheet (not taking) and video of the session etc?

17:56:27 From Lauren Singer to Everyone:

The recording will be shared via Vimeo - you will get access to this using the same email you used to register for the event!

Vimeo

<https://vimeo.com/uxrs>

17:58:43 From Michaela Mora to Everyone:

Assuming you are able to record the interview, a transcription is the best tool for the analysis of an user interview. Don't have to worry about note taking and missing important details. An affordable solution is rev.com

17:58:53 From Karl Uschold to Everyone:

I expect the answer to this question is just "practice" but how do you bite your tongue when a user opinions that might be offensive or I disagree with? (maybe political, or something for example)

17:59:01 From Ali Nematollahi to Everyone:

by doing that, and "playing dumb" how can you prevent your interviewee to actually say what they feel and not what makes them look really good?

18:00:24 From Lorie Whitaker to Everyone:

Karl, if you feel uncomfortable (has happened to me) you have every right to end the session. However if their POV is different than yours (and they aren't coming on to you or attacking you, etc) I'd just let that slide. Don't 'hmmm' or say 'interesting'. Just don't acknowledge it and move on

18:00:45 From Lorie Whitaker to Everyone:

Ali, you just keep encouraging them. I usually say "you know, I don't honestly know! What do you think?"

18:00:48 From Lauren Singer to Everyone:

Karl - yes practice... but also truly believing in the user and human centered approach. Their views and perspectives are their reality—and if they are truly your "user," listening with an open mind is key. Now if they are being personally offensive to you or hurting themselves or others, that is another conversation.

18:00:52 From Abigail Arthur-Chillman to Everyone:

Thanks for another great discussion!

18:01:00 From Michaela Mora to Everyone:

Karl, you just probe and ask the user to explain if you want to explore the motivation about that POV you disagree with

18:01:13 From Rachel Gamage to Everyone:

In my experience a transcript isn't a good replacement for personal/team note taking but it is a nice resource in addition to notes when analyzing .

18:01:23 From Lorie Whitaker to Everyone:

+10000 Rachel!

18:01:57 From Rafael Rodriguez to Everyone:

How do you deal with coworkers who are too involved in the research and interviewing process. Less like feedback and more like ways they "would do things" and trying to change your methods.

18:01:59 From Rafael Rodriguez to Everyone:

??

18:02:25 From Lorie Whitaker to Everyone:

Rafael, do they know what they are doing? LOL

18:03:02 From Lorie Whitaker to Everyone:

If they don't, I would have a meeting with them and explain why I'm doing what I'm doing. Give them a chance to tell me why they think it is wrong. If they are wrong, I'll explain why they are in a way that is trying to educate them

18:03:04 From Michaela Mora to Everyone:

I would argue that we all hear and remember different things, so note taking can be biased. Going through transcripts is time consuming but reveals a lot of what you missed in the conversation.

18:03:48 From Lorie Whitaker to Everyone:

The problem is the transcription services out there like zoom and dovetail aren't super good. Especially when you are dealing with technical terms :(

18:04:50 From Rafael Rodriguez to Everyone:

Lorie. Agreed I feel that the feedback could improve it in some ways but the reality is that its preference. Also they are not in the UX realm but more so on the product management side

18:05:06 From Michaela Mora to Everyone:

Are referring to machine transcriptions? Rev.com offers human and machine transcriptions.

18:05:29 From Lorie Whitaker to Everyone:

Oh Rafael, I feel you. I'd still try the meeting approach to see if you can find some common ground. If not, then why not allow them to do a session as they'd like? Then you could compare the outcomes ;)

18:06:12 From Lorie Whitaker to Everyone:

Yeah machine transcriptions are all I've been able to afford. Even being imbedded in teams (not contract or anything) they can't afford to pay for Rev.com. and there's no time for it either.

18:06:32 From Rafael Rodriguez to Everyone:

Haha! That would be something for sure. I think that would should be the way we solve all problems. "Let see you do it" :)

18:07:43 From Juliiias Ellis to Everyone:

Rafael — I would use this as an opportunity to be curious and discover. Let them speak. Once you deeply listen and recreate their communication, they will feel more complete. And will feel heard and valued. Then you can inspire them in what you are doing, and see if there are gaps, and thank them for their feedback.

18:08:13 From Michaela Mora to Everyone:

I understand. The eternal tradeoff between speed, cost and quality :-(

18:13:31 From Ana Maria Ospina to Everyone:

Is there any reason why there are some many dogs in the presentation? :P

18:14:52 From Amanda Monarch to Everyone:

There can never be too many dogs in a presentation

18:14:56 From Michelle Lamond to Everyone:

That is genius.

18:18:07 From Lauren Singer to Everyone:

One of my mentors told me.."seek stories not facts"—you remember stories and anecdotes and not the straight dry facts.

18:20:48 From Sole Rodriguez to Everyone:

The W questions

18:21:09 From Sole Rodriguez to Everyone:

When, Where, Who, What, Why

18:21:14 From Sole Rodriguez to Everyone:

and also How

18:27:38 From Lorie Whitaker to Everyone:

Classic product manager!

18:27:44 From Sheedeh, Shaghayegh to Everyone:

:D



18:27:45 From Visnu Ghosh to Everyone:  
lolol

18:27:54 From Chad Serrant (he/him) to Everyone:  
This is a... fun dashboard

18:27:55 From Jalena Hay to Everyone:  
Thank you Jen!!!

18:28:07 From Chad Serrant (he/him) to Everyone:  
Also 55 participants on a phone call... ow

18:28:28 From Will Trogdon to Everyone:  
^yeah, woof

18:34:22 From Amanda Monarch to Everyone:  
What do you do if you mistakenly ask an anchored or leading question during an interview (wasn't pre-planned but came up in flow of conversation)? Do you throw out that response from the analysis?

18:35:25 From Michelle to Everyone:  
I'm wondering about interviews that have A/B type questions though, when we're not supposed to ask preference?

18:35:50 From Lauren Singer to Everyone:  
Amanda - this happens... everyone makes mistakes and asking unbiased questions is hard in the moment! I think purists would say throw it out, but I often see how they respond and make a judgement call. The good news is you caught yourself in asking it and that is great!

18:35:52 From Lorie Whitaker to Everyone:  
Amanda no! Just ask a W question as follow up :)

18:36:11 From Lauren Singer to Everyone:  
Yes Lorie! That too!

18:36:42 From Carmen Keating to Everyone:  
Can you explain what a W question is? I think I missed htat

18:36:50 From Carmen Keating to Everyone:  
that\*

18:37:02 From Lorie Whitaker to Everyone:  
Michelle, for those types of tests, you are hoping that their performance with the prototype/thing will help you to understand which one they prefer. But at the end you can ask a likert scale question for each design and then see how they answer.

18:37:14 From Lorie Whitaker to Everyone:  
Oh Carmen sorry! Who, What, When, Where, Why, and How :)

18:37:22 From Carmen Keating to Everyone:  
oh got it! thank you!

18:37:23 From Michelle to Everyone:  
Thanks Lorie!

18:37:35 From Ali Nematollahi to Everyone:  
so if you were to for example ask if the interviewee exercised or not, how can you put that in an open-ended question format? Is this one of those times you have to use the follow up?

18:37:39 From Sole Rodriguez to Everyone:  
It is a term use in journalism the questions that start by Who, When, Where, Why, What

18:38:07 From Juliiias Ellis to Everyone:  
That is great Lori and Sole.

18:38:15 From Sole Rodriguez to Everyone:  
Those are always open questions to gather as much info as possible

18:38:18 From Lauren Singer to Everyone:  
Ali - I might say something like... tell me about your physical activity habits... or something like that.

18:38:29 From Lorie Whitaker to Everyone:

Ali, maybe start with 'what do you consider 'working out' to be?' Then follow up with 'tell me about the last time you worked out'

18:38:53 From Lorie Whitaker to Everyone:  
Good one Lauren!

18:38:57 From Ali Nematollahi to Everyone:  
@Lauren, @Lori, thank you! that helps a lot!

18:39:06 From Sole Rodriguez to Everyone:  
As probing questions is not super bad if they are closed, it depends, sometimes for clarification they are not as bad

18:39:08 From Juliias Ellis to Everyone:  
I think it would be great to prep the interviewee to say that I will be allowing them to answer the questions and what that looks like is being silent, so they can finish their thoughts.

18:39:45 From Ana Maria Ospina to Everyone:  
If the participant doesn't know about the company interested/running the interviews, should one dedicate some time to give some context? Or one should go "straight to the point"?

18:40:19 From Lorie Whitaker to Everyone:  
I'd prefer not to tell them who I was working for Ana. But I do usually tell them that I'm a researcher who is interested in their feedback today

18:40:22 From Lauren Singer to Everyone:  
Ana - I would ask the question... is that important to your research goals?

18:40:30 From Lorie Whitaker to Everyone:  
Yass Lauren!

18:40:56 From Ana Maria Ospina to Everyone:  
Perhaps don't :) thanks!

18:41:12 From Lauren Singer to Everyone:  
I usually set the minimum context required to make sure they understand the goals... but you run the risk of over explaining and then priming you if you do too much,

18:41:30 From Michaela Mora to Everyone:  
Michelle, you can ask indirect preference questions if you show A/B options in a neutral way. You can phrase them for particular scenarios, like "Which option would you use to do X? Explain why." Watch your tone of voice to not lead the interviewee in one direction or the other. Also watch your reaction to their answer. Always follow with a probing for them to explain why.

18:42:12 From Michelle to Everyone:  
Thank you Lorie and Michaela!

18:43:36 From Michelle to Everyone:  
These are good methods for refocusing a participant, but Is there a really nice way to interrupt a rambler? Some people are almost like a runaway train with how fast they can talk

18:44:08 From Lauren Singer to Everyone:  
Body language and nonverbal cues can help a lot. More polite ways of interrupting, without actually interrupting.

18:44:37 From Lorie Whitaker to Everyone:  
Oh man Michelle! Sometimes I just jump in there when I'm on a zoom. And say 'that's cool' or something similar and jump right in there with my question I need them to answer lol

18:44:45 From Lorie Whitaker to Everyone:  
They have to breathe sometime lol

18:44:49 From Sole Rodriguez to Everyone:  
I've use that a lot...lol I love it

18:45:02 From Michelle to Everyone:  
Ha! Thank you Lorie and Lauren!

18:45:46 From Lauren Singer to Everyone:  
Sometimes I use "what else would be helpful for me to know?"

18:46:38 From Malari Barber to Everyone:

Youtube video about Qualitative research analysis It's In the Details: The Magic of Analyzing User Research

<https://www.youtube.com/watch?v=ThTzAvtrxIU&list=PLPPXtwgRx22Isf2g-GWkN-i-eTCFfAt8k&index=5>

18:46:49 From Lauren Singer to Everyone:

And that video is FREE!

18:46:57 From Mark Rosenberg to Everyone:

Youtube video about Qualitative research analysis It's In the Details: The Magic of Analyzing User Research

<https://www.youtube.com/watch?v=ThTzAvtrxIU&list=PLPPXtwgRx22Isf2g-GWkN-i-eTCFfAt8k&index=5>

18:47:02 From Carmen Keating to Everyone:

This was so helpful! thank you so much!

18:47:02 From Juliiias Ellis to Everyone:

Great presentation Jen!! Amazing!! I have another call to jump to. Thank you so much! I have a question going forward and that is this . . .

18:47:04 From Juliiias Ellis to Everyone:

Q: How is AI and Machine Learning Changing UX Research?

18:47:14 From Sole Rodriguez to Everyone:

Jen thank you :D

18:47:18 From Michelle to Everyone:

Thank you so much! This was really informative

18:47:38 From Michelle Lamond to Everyone:

This is the single-most practical and applicable webinar I have ever attended!!!! Lots of notes, and lots to take with me to my next user interview. I can't thank you enough!

18:47:39 From Malari Barber to Everyone:

Want to keep the conversation going? Sign up for our Slack channel! Fill in this form.  
<https://forms.gle/4pFyZJyreEdvPWoZ6>

18:47:47 From Ana Maria Ospina to Everyone:

Awesome! Great learning today :D

18:48:03 From Visnu Ghosh to Everyone:

Thank you Jen and team! This was so informative

18:49:45 From Aidil Abdullah to Everyone:

im having an interview with a teenager. any tips?

18:49:57 From Michelle to Everyone:

Oh, I like that, about how to stop a rambler. Thank you Jen!

18:50:28 From Sonia G. to Everyone:

This was amazing and very informative, Jen. I have to go now. Thank you so much!

18:50:58 From Chad Serrant (he/him) to Everyone:

Oh no... note takers are supposed to take notes

18:52:53 From Lauren Singer to Everyone:

When there's time I allow my notetaker to ask 1-2 questions at the very end. If they bias the participant, at least it's after you've got all your good info!

18:53:05 From Lauren Singer to Everyone:

And sometimes they have great follow-up questions I didn't think of!

18:53:28 From Alaina Ylitalo to Everyone:

Thanks so much Jen and crew! Sooooo helpful!

18:53:53 From Mark Rosenberg to Everyone:

That's a really helpful compromise, Lauren. It let's us product managers jump in to get to the bottom of issues without polluting the quality of the research. ;-)

18:54:10 From Malari Barber to Everyone:

What did you think of today's event? Complete the survey now! Help us improve the UXRS events

<https://forms.gle/zHY37s4mmh9wFVrE8>

18:54:30 From Chad Serrant (he/him) to Everyone:  
"How do you do, fellow kids?" Bad idea.

18:54:54 From Lorie Whitaker to Everyone:  
Lol yes!

18:55:03 From Lauren Singer to Everyone:  
LOL!!!

18:55:04 From danielle henry to Everyone:  
Can also be useful for adults (something to fidget with)!

18:55:10 From Rob Daffin to Everyone:  
Cheers everyone, great talk!

18:55:20 From Malari Barber to Everyone:  
Vimeo  
<https://vimeo.com/uxrs>

18:55:21 From Peter Chang to Everyone:  
Thanks Jen and team!

18:55:34 From Malari Barber to Everyone:  
Join us at our free June event "How To Leverage UX and Market Research to Understand Your Customers"-- Get your ticket now on Eventbrite  
<https://www.eventbrite.com/e/how-to-leverage-ux-and-market-research-to-understand-your-customers-tickets-153718978603>

18:55:41 From Lorie Whitaker to Everyone:  
Thanks for being here everyone!!! Please fill out the survey :) and come to our next event! :)

18:55:43 From Sole Rodriguez to Everyone:  
As a teacher my experience with teens is talk about something like traveling or experiences they can not have yet... but for interviews can be bias and make the interview less neutral

18:55:46 From Lauren Singer to Everyone:  
Thank you everyone for the awesome conversation!!!

18:55:47 From Amanda Monarch to Everyone:  
Thank you!!!

18:55:57 From Karl Uschold to Everyone:  
This has been GREAT! Thank you for sharing your knowledge!

18:55:57 From Lin H Howe to Everyone:  
This was great!!

18:56:01 From Mark Rosenberg to Everyone:  
Thanks much!

18:56:02 From Chad Serrant (he/him) to Everyone:  
Thank you!

18:56:04 From Michaela Mora to Everyone:  
Great job!

18:56:04 From danielle henry to Everyone:  
THANK YOU!

18:56:05 From Américo Alves to Everyone:  
Thank you Jen!

18:56:05 From Zahra Talan to Everyone:  
thankyou

18:56:06 From Sara Loup to Everyone:  
Thank you for the awesome presentation!

18:56:07 From Rachel Gamage to Everyone:  
Thanks!