

Interview Log tab

Research Goal: *The research goal should reflect the business goal and the scope of the project. It should remind you and focus you on the purpose of the project and the specific research you're doing.*

Location (optional)

TEMPLATE

Interviewee	Department	Role / User Type	Time & Date	Questions / Observations	Data / Response	Insight	Additional Tasks/Questions
full name (GREEN = interview done)		<i>Job and User Type</i>	<i>time dd/mm/yy</i>	<i>Planned questions in initial sequence (from script). Obviously the interview can easily take us off script but if the questions are important enough to be in the document then we can go back and get answers to them even if the interview goes off piste.</i>	<i>Specific and exact response from interviewee. I recommend audio/video recording for later coding so as to avoid slowing the rhythm of the interview, and to assist the note taker if you have one.</i>	<i>The insights column is for later coding (when the individual interview is over, to allow individual question insights to be coded, on a per-interviewee basis. After this column is complete for all questions and all interviewees (where there actually is insight) you can create an aggregated and separate prioritised insight report.</i>	<i>For the interview this column is useful to use this space to make a note of relevant additional questions that are spurred by this initial question and add these to the document later.</i>
full name (RED = identified but not yet interviewed)							

Central Office (London)

EXAMPLE

Interviewees	Department	Role / User Type	Time & Date	Questions / Observations	Data / Response	Insight	Additional Tasks/Questions
Mike Ploughton	Air Mobility	Snr Air Side Risk manager	10am 11/03/2026	How do you find the PRM Risk systems?	PRM: we have spent 18 months tying the cause, impact, risks and mitigation together for many risk eventualities but it's old and clunky. The data is very useful, but hard to get to.	The data and mitigation plans in the PRM application at Heathrow could be used in the new solution with great effect and without the need to reinvent all this data. This would save a lot of research and development time.	Who can tell us the structure of this data and where it is stored?
				Additional Risk systems used:	Safety Reporting System	Metrics need to be S.M.A.R.T.	
				Do you have any comments on the current safety system?	Not intuitive. Hard to use. Have to spend too much time thinking about current system instead of getting on with the actual work.	New solution needs to be intuitive, fit for purpose and easy to use.	Need to follow up with additional interviews of this user type to confirm and flesh out the list of concerns with the current safety system
				Observation	Managers repeatedly asked staff for hard sales data, not estimations, but still got 90% estimations.	Staff have no access to sales data in reasonable time so they can't use data. Additionally they have insufficient time to create data led report even if they had access to the data.	Why are the team unable to produce hard data? Is it lack of available data or lack of access to the data, or other? Set up interviews with 3 salespeople.
Jennifer Roberts	Corp. Effectiveness	Planner/ Strategic Planner	3pm 22/2/26	How do you use the current Risk system?			