

Translate business needs into technical requirements



**ASSIGN
BUSTER**

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Activity _____ 1) What are structured and unstructured interviews? Structured: The interviewer asks the same series of questions in the exact or to a number of people. It is important that the interviewer asks the questions in an identical sequence and manner with each individual that is being interviewed Unstructured: In an unstructured interview, the questionnaire may contain a simple list of topics that the interviewer would like to discuss and research. There is no real order of questioning. The questions are open-ended (phrased in a way that encourages the interview subject to provide an elaborate question. The interview will often ask follow up questions to gather more in-depth, detailed answers. 2) What are pyramid, funnel & diamond interview techniques? Pyramids: Begins with very detailed, often closed questions, then the questions are expanded by allowing open-ended questions and more generalized responses. The pyramid technique is useful if interviewees need to be warmed up to the topic or seem reluctant to address the topic. Funnel: Begins with very detailed, often closed questions, and then concludes by narrowing the possible responses by using closed questions. The Funnel structure provides an easy, non-threatening way to begin the interview. Funnel interviews are useful when the interviewee feels emotionally about the topic. Diamond Structure: The diamond-shaped structure begins in a very specific way, then more general issues are examined. Diamond structured interview concludes with specific questions. It is useful in keeping the interviewee's interest and attention through a variety of questions.