

# Empathy Interview Guide

Meeting student needs starts with deep understanding. Empathy interviews drive toward the “why” to uncover new insights.

## Conduct your interview:

### ASK WHY

Then ask it again (and again).

- “It was hard for me to start the college application process.” **WHY?**
- “It just felt daunting.” **WHY?**
- “I didn’t really know what my true interests were yet at the start of 11th grade.”

With each why you ask, you gain deeper understanding.

### STAY NEUTRAL

Avoid correcting your interviewee or offering up too much of your own opinions.

### SOLICIT STORIES

“Tell me the last time you...”

### SIT WITH THE SILENCE

Allow for wait time to give your interviewee room to think.

## Capture your interview:

### USE STORYCORPS

The Storycorps app is a great tool to capture your interview. Download it on your phone and walk through their set-up process. When done recording, copy the link and post it into the Empathize phase.

### SHARE DIRECT QUOTES

Record your interview using your phone. Afterwards, create a post that includes direct quotes and your insights gained from them.

### TAKE PHOTOS

One artifact photo, one portrait photo, or one environment photo can help bring interview to life for new audiences. Make sure to get everyone’s permission and be subtle.

#### Note About Consent:

If you’re interviewing an adult, remember: Get their consent to share their interview on The Teachers Guild site. If you’re interviewing a minor, remember: Make sure their parent/guardian and the student understands how the interview will be used and how it will be shared. Consult the school’s policy. If you plan to use StoryCorps, their terms and conditions specify that minors under 13 are not eligible to be interviewed.

