

# How to Conduct a Remote Interview for Qualitative Research

A qualitative interview gives you an anecdotal look into your business. It provides you with detailed feedback from your prospects and customers. Use this checklist as a way to prepare your remote interview and evolve your qualitative interview strategy.

## Determine Your Goal

- What information do you want to get from these interviews?
- Why do you want to pursue in-depth information about this research topic?
- Decide where your information is going and who it will be shared with.

## Find the Right People to Interview

- Determine how you'll recruit participants who fit the research goal — will you outsource to a recruiter or handle the search internally?
- Reach out to more people than you plan to talk to because response rates can be low.

## Design Interview Questions

- Make sure questions are open-ended and aren't leading.
- Create questions that are clear and easy to understand.
- Make questions focused but flexible.
- Encourage storytelling.
- Design questions that align with your data analysis goals.
- Plan the flow of the questions so that it's easy to move among questions according to the interview.

## Select your Remote Interview Platform

- Choose an online interview platform that has the option to record.
- Make plans to have your recording transcribed.
- Conduct practice rounds with your interviewer to get them comfortable using your chosen platform.
- Get feedback from the people who participated in the practice interview.

## Prep the Interview *(questions continued on next page)*

- Create an interview guide (the interviewer can reference this guide in the interview).
- Write out question paths to take based on the types of answers received.
- Format the interview guide to make it easier to separate themes when you enter the data analysis stage.
- Make sure the interviewer knows the intent of the questions so they can adjust as needed.

## Prep the Interview (cont.)

- Build rapport with the interviewee.
  - Prep interviewees about the value of their interview before the interview begins.
  - Be prepared for cultural/demographic considerations to accommodate (setting, time of day, method of interview, etc.)
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## Conduct the Interview

- Make sure internet connections are stable for both the interviewer and interviewee.
  - Address terms of confidentiality if necessary.
  - Explain the use of the research.
  - Make the interviewee comfortable—explain that they're being recorded, tell them the expected length of the interview, let them know that breaks are allowed.
  - Start the interview with some “get-to-know-you” questions.
  - Use active listening and pivot questions as necessary.
  - Acknowledge emotion.
  - Avoid interrogation.
  - Give the subject a chance to tell you anything they wanted to add or you may have missed covering in the interview.
  - Thank participants and let them know what to expect next.
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## Transcribe & Analyze the Interview

- Transcribe the interview as soon as possible so it can inform future interviews.
  - Choose a transcription service that will transcribe the interview word for word.
  - Note non-verbal interactions, such as pauses and laughter.
  - Highlight key quotes within the transcript to make top findings easier to access.
  - Share the transcript with your team so you can collaborate on key quotes and insights.
  - Analyze data early. That way, you identify emerging themes that can shape future interviews.
  - In the interview report, include the goal of the interview. Provide details about the interview participant. Include the questions asked, summarized responses, key findings, specific quotes, and recommendations.
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## Optimize the Interview Guide

- Adjust the interview guide based on what worked and what wasn't needed.
- Keep versions of interview guides with notes so you can reference them in the future.