



IN-DEPTH INTERVIEWING

In-depth interviews allow your team to better understand the latent needs, behaviors, motivations, and aspirations of the various stakeholders engaged in your project, which will use or directly impact the solution or intervention.

Interviews can include activities to draw out conversations, or rely on a set of structured questions and responses.

In WASH projects, interviewing is integral to understanding a wide range of actors, including latrine or sanitation product adopters and non-adopters, masons, engineers, or other product manufacturers, sales agents, role models, and other influencers. For example, you may utilize interviews to understand current sanitation practices and behaviors among households, or explore barriers and opportunities to handwashing and handwashing materials. .

OBJECTIVE

Prepare and conduct interviews to gain an in-depth understanding of stakeholders needs, behaviors, motivations, and aspirations.

WASH-HCD CONNECTION

Utilize in-depth interviews to develop a comprehensive understanding of WASH practices, behaviors, needs, and aspirations to inform the design of your intervention.

TIMING

Develop Interview Guidelines: 2-3 hours

Train Interviewers: 2 hours

Conduct Interviews: 30 minutes - 1 hour for each interview

MATERIALS

- PAPER OR NOTEBOOK
- PENS OR PENCILS
- COMPUTER/WORD PROCESSING PROGRAM (OPTIONAL)





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STEPS

- 1. Identify interview participants.** Build on a stakeholder map which identifies the people involved in the challenge your project is addressing, as is important to gain an understanding of all these actors through interviews and observations.

Clarify why an interview is better for this particular type of participant rather than observations (transect walks) or focus groups.

- ★ Tip regarding sample size: You should aim to interview different types of people, with a range of perspectives about the problem or need you hope to meet. There is no rule about the total number of people you must interview, but you should try to have more than one interview for each type of stakeholder.

- 2. Design interview guide.** Next, develop and test the interview guide. This guidance should include instructions for the interviewers, not just a set of questions.
 - Clarify the key topics for the interview.
 - Determine any activities that you will use to help draw out information. This could include:
 - My ideal...
 - Card Sorting
 - Transect Walk
 - Day in the life
 - Journey Mapping
 - Write specific questions that will lead to different topics in response.
 - Frame question as open-ended, rather than questions that can be answered with yes or no.
 - Include a consent section at the beginning of the guide.

- 2.** (continued). When testing the interview questions, consider the following:
 - Does the flow of questions make sense?
 - Do the questions gather all necessary information?
 - Is the timing appropriate?

Within the guide, clarify how the information will be documented.

- Will the guide be paper-based or digital?
 - Will the guide have space for notes?
 - Will the interview require photographs or videos?
 - Does the interview need to be recorded?
 - Consider personal or cultural reasons for an interviewee to decline documentation and/or being recorded, and adjust your approach accordingly.
- 3. Appoint and train interviewers.** When selecting interviewers, consider their coachability, availability, and skills in languages and empathy. Once you have appointed interviewers, invite them to a brief session and discuss the following:
 - Clarify the design challenge and the HCD process
 - Describe the interview objective - typically to uncover a rich story of an individual's beliefs, context and activities
 - Explain the interview style - empathetic and focused on listening, not teaching
 - Review the interview guide slowly and in detail, ensuring everyone knows exactly what information to gather for each point.
 - Explain any activities you might be using and how to use any materials (photos, small prototypes, etc).
 - Conduct practice interviews. Let the team get into pairs and practice asking open questions and probing.
 - Explain to interviewers the importance of capturing the interviews and how you want them to do this



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- 4. Plan interviews.** In collaboration with the program team and interviewers, plan the interview logistics.

Time allocation: You will need to allocate around 30 minutes to 1 hour per interview, allowing each interviewer to interview a minimum of four respondents per day.

Cross check this plan with your time allowance and budget (the number of interviews will be limited by the amount of time you have available and the budget you have for the costs of fieldwork - travel, accommodation, field workers' time).

- Consider snowballing – once you find one respondent, they might lead you to others.
- When you contact respondents, explain your intentions clearly to create realistic expectations.
- Ensure you have all relevant contact information of the person and agree on a time, day and place to meet.
- People often look for compensation, so you need to manage these expectations upfront.

5. Conduct and document interviews

- Start the interview with a clear description of the interview objectives. Clarify any potential compensation.
- Obtain informed consent from participants detailing all the ways in which information will be collected (notes, photographs, audio, video). This could be verbal or written consent.
- Conduct the interview as per the guide.
- Take notes about things that surprise you, contradictions you notice between what someone is saying and doing, things you want to explore further, and memorable quotes.
- Ask open-ended questions and follow-up questions that explore deeper about the reasons and motivations for an interviewee's response.

- 6. Synthesize and analyze interviews.** Once the interviews have been conducted conduct rapid analysis of the responses using tools such as TOES or Storytelling

You may choose to create composite responses using analysis techniques to shape analysis:

- Persona Template
- Day in the life
- Journey Mapping

