

TESTED HQ



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- **Sign up for the T2T program in the Portal**
 - **Receive program information from t2t@testedhq.com**
 - **Complete profile including the NDA and Liability waivers**
 - **Watch training video that goes through these slides**
 - **Watch example interview video**
 - **Complete Quiz**

What to do before the interview?

- Receive interview script and project description from TestedHQ employee
- Select a colleague in the trades that often uses the tool that is the subject of the interview
- Ensure that the interviewee is signed up as a Tester with TestedHQ
- Schedule a time and place that works for both of you (20-45 min) to conduct the interview (on a job-site where they are actively using the tool)
- Send the tester Name, E-mail, and Tool to t2t@testedhq.com
- Familiarize yourself with the interview guidelines and script
- Confirm the interview date/time with the person you are interviewing
- Print out or write down the discussion questions (you will not be able to record and look at questions on your phone at the same time)

Conducting the Interview

- Meet with the tester at the scheduled time
- Set up smartphone with angles and sound quality represented in this powerpoint
- Conduct the Interview using all of the guidelines in this powerpoint
- Email the video to t2t@testedhq.com

What Happens After the Interview?

- Receive Reward Points (\$25 for training interview(s), \$50-\$100 for all other interviews)
- Receive Feedback via email about your interview
- Attend a virtual meeting to discuss the interview & ways to improve interview skills (If needed)
- Complete entire process 1-3 more times to be eligible for higher rewards

Your Field Researcher may certify you at any point during this process depending on quality of the interview(s)

You will Receive **\$25 - \$100 in Rewards Points** per interview
Tester will receive **\$10 - \$25 in Reward Points** per interview

Reward points are redeemable on the TestedHQ Portal in the form of Gift Cards to Amazon, Lowes, or Home Depot

Interview Program Training

How to conduct the most valuable interview

Example Interview

Use this interview as a guideline for your interview process



****Click Center to Play Video***



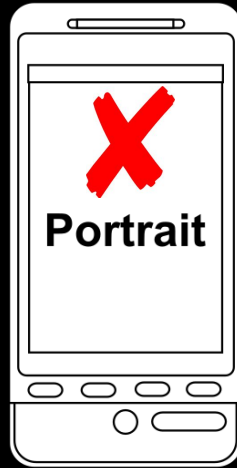
Example Jobsite Photos

Camera Set-up and Recording

The tester should be the focus

When recording the interview, the most important thing is that we can clearly see and hear the tester. You do not necessarily need to be in the frame. A good practice may be holding the recording device yourself or standing it up in front of the tester. Make sure that you are recording in Landscape mode.

Bad Angle



Good Angle



Interview Guidelines

- 1. Interview video is ideally a minimum of 10 minutes long**
This can vary depending on the length of the discussion guide, it is OKAY for the video to go longer if the tester has more to say!
- 2. Use your introductory questions to outline the interview**
Ask the tester for their name (first name only), thank them for taking time out of their day to meet with you and give a brief description of what you'll be talking about. I.E.: "Thank you for meeting with me today to briefly discuss your adjustable wrench use. Do you mind if I get your first name?"
- 3. Follow the discussion guide questions in order**
The discussion guides that we use are approved by our clients and consist of questions that the client needs answered. In order to gather complete and accurate data we need to have consistency in the order that we ask our questions.
- 4. Asking follow up questions that are not on the discussion guide IS encouraged when appropriate**
Ask questions such as; why/ why not, how long, how often, etc to dive deeper into an interesting response from the tester.
- 5. It is a GUIDE but we want to be conversational**
While you need to adhere to the order of the questions, some of the best feedback is given in casual conversation. Don't be afraid to rephrase the question to suit the situation. Some testers will be more articulate than others and it is important to be able to gauge each interaction.

Interview Guidelines

- 5. Allow a 3 second pause before and after a tester has answered a question**
This allows the tester some time to think about their answer and ensure that we capture their honest feedback. Don't be afraid of silence in the conversation.
- 6. Ask the tester to demonstrate scenarios they describe with the tool**
During the interview, the tester should have the tool on hand. Ask them to demonstrate what they are talking about on camera. This is where there is real value in the video recordings.
- 7. Take 3-5 photos of the jobsite and tools (optional)**
It helps to get an idea of the environment the tester is working in. Good examples of photos would be: images of the site as a whole, worn or broken tools, tool storage, or anything else that catches your attention.



How to avoid leading Questions

1. **Keep questions open-ended and AVOID sharing your specific design ideas**
People want to be agreeable and will likely support any idea you suggest. It is important to encourage them to make their own suggestions and solutions to problems.
2. **Make it clear when the expected answer should just be a yes or no vs descriptive**
Encourage the tester to share more about the answer when appropriate, a simple yes or no is sufficient on some questions and not others

What you said:

“Would you like it if it had a chunkier zipper”



“So, you want a way to retract that so you don’t have to use both fingers”



“Would you like a light on the top of the drill instead of the bottom?”



Suggested Alternative:

“What is an ideal solution to that problem?”

“What part of the process do you wish you didn’t have to do?”

“How would you like to resolve the visibility issue you described?”

Quiz

- 10 Question quiz based on the content in this PowerPoint
- Linked in the email
- Must get an 8/10 questions right to be certified
- Can take again

Thank You

Email Questions to t2t@testedhq.com