

Customer Discovery Interview Guide

Introductory script

Hello, my name is [name]. I am a [job title] for the National Institute for Occupational Safety and Health. Thank you for agreeing to talk to me today. I'm going to ask you about your work experience. I'm going to ask for details about what you do, what you enjoy about your work, and what makes it difficult. I'll ask about what resources you use, and I'll ask about some your attitudes about your work.

Consent script

I am going to record our conversation so I can make a transcript of it. I will also be taking notes as we talk. However, I will destroy the recording after the transcript is complete, and I will not store any information that can be used to identify you specifically.

You can pass on any question and stop the interview at any time. At NIOSH, we are responsible for studying workplace hazards and providing solutions to make workers safer and healthier. What you share today will help us understand what you do and how you feel about it so that our agency can be more valuable to the American public.

We will pay you \$50 today as a token of appreciation. There is no direct benefit to you, except that your help may improve communication products for small businesses. There will be no costs to you, other than your time involved. If you have any questions or concerns regarding this study, you may contact Garrett Burnett. Do you have any questions? Let's begin.

Tasks

1. Please share a basic description of your job.
2. How do you enter this field?
3. What training or experience best prepared you for this line of work?
4. Please describe your workplace organization and where you fit.
5. What are your work responsibilities?
6. Please describe daily tasks you have done over your last three days at work.
 - a. As tasks are given, follow up as needed to understand what was done, how common this task is, what tools are necessary to complete this task, and what its value is for the job overall.

Gains

7. What do you enjoy (find most rewarding) about your work?
8. What makes your job easier?
9. Why have you stayed in this line of work?
10. What does it take to be excellent in this profession?

Barriers

11. What are the barriers to getting your job done?

12. What parts of your job are the most stressful?
13. Where do you feel your time is wasted at work?

Resources

14. Whether it's a person, a physical device, or another tool, what resources are do you use the most for your job?
 - a. Who are the people you rely on and trust? When was the last time you sought this source?
 - b. What are the physical devices and tools you use to do your work? How often do you use each of these tools? Where do you get them? Did you receive training on how to use them? Did you choose these tools or does your workplace dictate that you use them?
 - c. What information resources do you rely on? How did you find this resource? When did you last use it? Why did you find it useful or trustworthy?
15. What help do you need to do your work but do not have a source?

Safety and Health Attitudes

16. What things do you do to protect yourself on the job—or the safety and health of your workers?
17. Which safety and health topics are most concerning?
18. What are your greatest safety and health risks?
19. What hazards are the easiest to remediate?
 - o What is your approach?
20. What hazards are most difficult?
 - o What makes them so difficult?
21. Have you ever sought help for a health or safety issue at work?
 - o What was the issue and who did you seek? What was the outcome?
22. Have you ever looked for health or safety information for a work task?
 - o Where did you look? Was it useful?
23. How is safety and health viewed in your organization? In your industry?