



Pictogram interview

purpose:

This interview technique is meant to get to know a user, subject or colleague by interviewing them based on the interpretation of a pictogram. This will give insight on their way of thinking and their frame of reference.

It also stimulates improvisation and creative thinking.

timeframe: 5 - 15 minutes

number of facilitators: one needed for bigger group – in small groups it can be self-supporting.

group-size: 2 people per group

materials: sheet with a variety of pictograms

instruction:

Start by making pairs of people. Ideally you would match people that don't know each other that well.

Each pair will receive a sheet with a wide variety of pictograms. If you have a specific subject you would like to discuss, provide a sheet with thematic pictograms.

Each person in the pair will get a turn to interview and be interviewed.

The interviewer first selects one pictogram. Based on that selection this person will start the questioning. Instruct the interviewer the frame the questions towards a personal perspective on that particular visual.

Examples of questions could be: *what does this remind you of? Do you have a personal experience with this? What is your first thought in relation to this image? Etc.*

The interviewer takes notes.

After about 5 – 10 minutes, the interviewer and interviewee switch roles. The new interviewer select a new pictogram.

Depending on the conversations, an additional round of interviews can be conducted after this first initial round.

It could be interesting to share impressions of the interviewees with the rest of the group (if there is any) by presenting the interviewers notes.