

how i aalia coovadia

# INTERVIEW

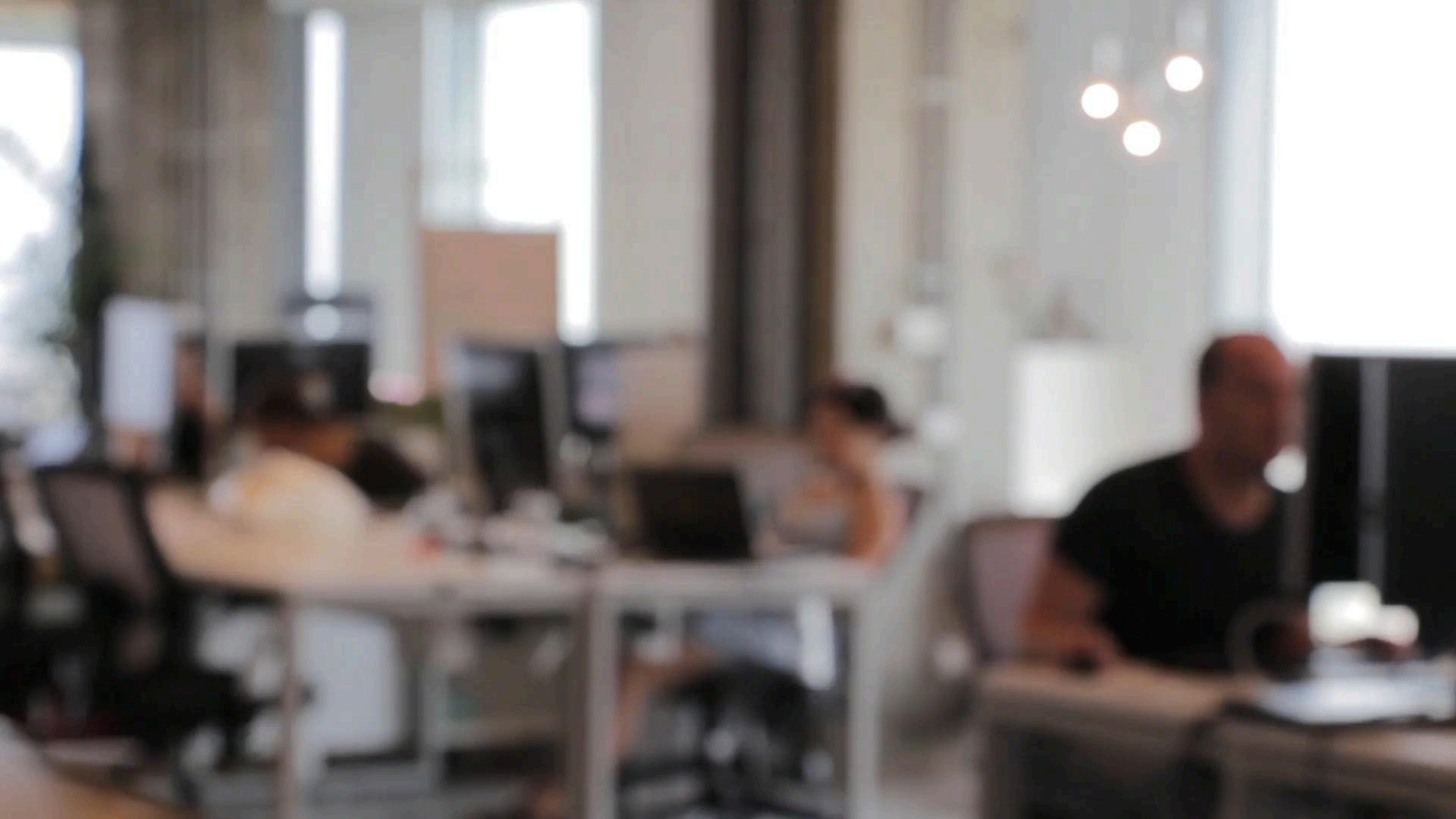
my interviews

a research method for  
depth in the age of ai





 Discovery



the mirror  
that isn't  
really a  
mirror



	A	B	C	D	E	F
1	<b>Question / Info</b>	<b>Participant 1</b>	<b>Participant 2</b>	<b>Participant 3</b>	<b>Participant 4</b>	<b>Participant 5</b>
2	<b>Age</b>	27	34	42	30	25
3	<b>Descriptive characteristic</b>	Works in marketing, enjoys running	Parent of two, very busy	Works night shifts, tired most of the time	Loves trying new gadgets	Student balancing part-time work
4	<b>Mobile Device</b>	iPhone 14 + Apple Watch	Samsung Galaxy S22	Huawei P30	iPhone 13 + Fitbit	Xiaomi Redmi Note 12
5	<b>Q1: How do you track your health/fitness?</b>	"Mostly through Apple Health — it tracks automatically. <b>I check steps and sleep every morning.</b> "	"Samsung Health. It's automatic but I don't open it much unless I'm trying to lose weight."	"Sometimes I'll use the pedometer on my phone, but I forget to keep it with me."	"Everything's connected — Fitbit, Strava, MyFitnessPal. I like seeing it all together."	"I just use a free calorie app, can't remember the name. Only when I feel guilty about eating junk."
6	<b>Q2: What do you like/dislike about those apps?</b>	"Like that it's simple, but feels too generic."	"Notifications can be annoying, but I like when it cheers me on."	" <b>Setup takes ages</b> and kills my battery."	"Custom dashboard is great, but everything useful is behind a paywall."	" <b>Too many ads</b> , makes me close it right away."
7	<b>Q3: How often do you check progress?</b>	"Morning and before bed."	"Once a week maybe, when I remember."	"Hardly ever, unless my doctor asks."	"Every day, it's part of my routine."	"Only when I get a reminder notification."
8	<b>Q4: What motivates you to keep tracking?</b>	"Seeing the graphs go up makes me feel proud."	"When it tells me I've improved — or when I feel guilty."	"My doctor told me to keep track."	"Competing with friends on Strava, it's a bit of a joke between us."	"When I notice I've lost a bit of weight, it keeps me going."
9	<b>Q5: What frustrates you most?</b>	"Having to add meals manually."	"Way too many alerts and messages."	"Battery drains halfway through the day."	"Data doesn't match between apps."	" <b>It's just slow to open and update.</b> "
10	<b>Q6: If you could improve one thing?</b>	"Make the trends clearer — tell me what's actually changing."	"Simplify it, I don't have time for setup."	"Run quietly in the background without draining battery."	"Have one place where everything connects."	"Make it simpler and faster, no ads."



# what else?

it's about knowing what to do with the answers people didn't know they were giving you

## A Case Study: Selling Smarter Through Data

Open-ended questions:

“What insights would you like to know about your client?”

“What kind of information about a client helps you feel more confident in the sales conversation?”

“What do you currently know about a client before you approach them?”



## A Case Study: Selling Smarter Through Data

The story:



## A Case Study: Selling Smarter Through Data

The analysis:



- Referrals have been successful for this sales rep.
- Referral clients could share similar budgets and product needs to the clients who referred them.
- One of the segmentations sales reps look at between their clients is their LSM score (Living Standards Measure)

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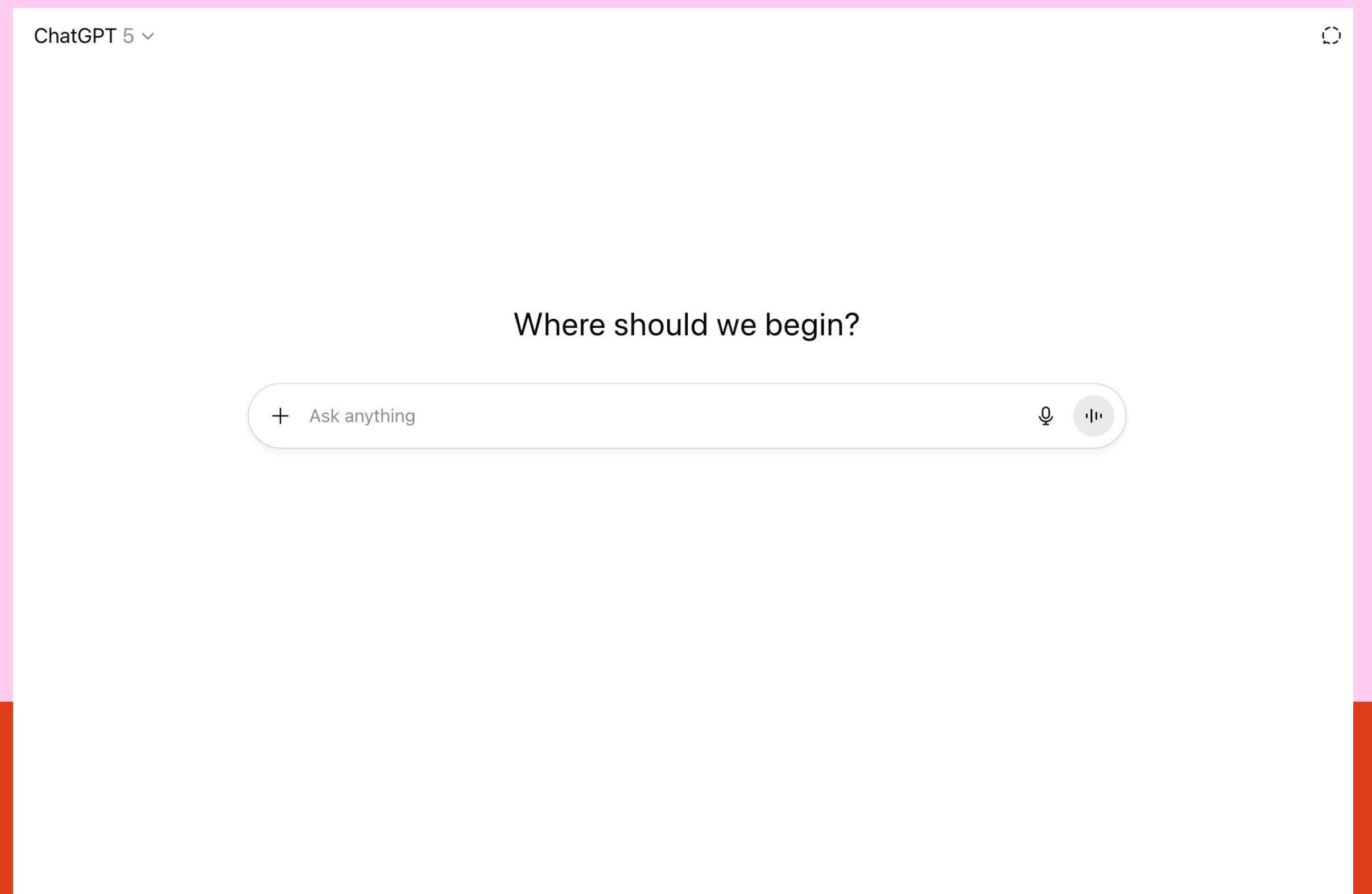
### DATA POINT

Provide insights on which existing clients can offer referrals.

### DATA POINT

Provide insights on the purchasing trends of their low, medium, and high income clients.

All my  
interview  
transcripts



Concerns found with uploading all research knowledge into a single LLM chat

**LLM Space limitations**

**LLM Confusion and Hallucination**

**Lack of Context**

# Step 1

## Note take strategically

### **A. In the interview:**

Record the session and make sure you get a full, word-for-word transcript.

### **B. During the conversation:**

Note down interesting points from the stories being told, focus on the context, behaviour and tone, not just every answer.

### **C. After the interview:**

Download the transcript and edit it with your own notes on behaviour, tone, and how the participant relates to the context of the project.



# Step 2

## Set up the LLM



### A. Set up the chat:

Open a new chat in Co-Pilot and rename it to Participant 1. Tell the LLM that they are a UX research analyst, and you'll be adding knowledge to this chat. Upload the discussion guide, research plan, transcript, and your notes, only for that participant.

The screenshot displays the Microsoft Copilot chat interface. On the left, a sidebar contains navigation options: 'New chat', 'Search chats', 'Library', 'Codex', 'GPTs', 'Projects', and 'New project'. Under 'Chats', a chat titled 'Participant 1' is selected. The main chat area shows a conversation with 'ChatGPT 5'. The user's message is: "You are a UX research analyst. I will be adding the research plan, transcript, discussion guide, and my notes from Participant 1. I want you to add this to your knowledge and then will provide further instructions." The AI's response is: "Got it — I'll act as your **UX research analyst**. Once you upload the **research plan, transcript, discussion guide, and notes for Participant 1**, I'll review and store them as context for analysis. Please go ahead and share the first file or section." Below the AI's response are icons for copy, like, and share.

# Step 2

## Set up the LLM



### B. Analyse with the LLM:

Ask the LLM to answer all the questions in the discussion guide. Then ask it to show proof: where in the transcript those answers came from?

The screenshot shows the ChatGPT interface. On the left is a sidebar with navigation options: New chat, Search chats, Library, Codex, GPTs, Projects, New project, and Chats. The main chat area is titled 'ChatGPT 5' and contains the following text:

Thank you for your uploads — I've received the research plan, discussion guide, transcript, and your notes for Participant 1. I'll hold this information as context for our analysis of the Banking App flow.

What would you like to do next — start analysing the discussion guide questions, or surface emerging insights from the interview?

Below the text is a text input field containing the prompt: "Provide all the answers to the discussion guide from your knowledge".

The response from the LLM is: "Sure — here's a synthesized set of **answers to the discussion guide**, based on the assumed research about the **Banking App flow** and the "uploaded" context for **Participant 1**:"

The response is followed by a section header: "Section 1: Background & Context".

Below the section header is a question: "Q1. Can you tell me a bit about how you currently use your banking app?".

The answer to the question is: "Participant 1 uses the banking app primarily for day-to-day transactions — checking balances, paying

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### C. Go beyond the guide:

Tell the LLM to act as a critique and mention all the points in the interview that weren't part of the discussion guide. This is where the real insights emerge, keep questioning and diving deeper until you've uncovered everything you can about that participant.

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**1. App Performance & Speed**

"Sometimes it lags when I open it, especially on payday."  
"I'll get the loading circle for ages before my balances appear."  
**Interpretation:** Performance reliability is emotionally tied to financial confidence. Even short delays reduce trust in the system, particularly during high-traffic periods like salary day.

**2. Visual Overload & Design Fatigue**

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## Set up the LLM



### D. Create a custom prompt for the following conversations:

Ask the LLM to help you build a clear, reusable prompt that sets the tone for your analysis.

The screenshot shows the OpenAI ChatGPT interface. On the left is a sidebar with navigation options: New chat, Search chats, Library, Codex, GPTs, Projects, New project, and Chats. The main chat area shows a conversation with ChatGPT 5. A user prompt asks for an expert-level prompt for a Banking App Flow study. The AI response provides a refined prompt for a UX research analyst, listing materials to be uploaded and the task of absorbing that knowledge as study context.

Act as an expert at creating prompts and generate a prompt to incorporate the discussion in this chat that can be used for the following participants in this study.

Here's a **refined expert-level prompt** you can reuse for the *next participants* in your **Banking App Flow study** — designed to replicate your method of adding knowledge, analysing with proof, and surfacing unprompted insights:

**Prompt: UX Research Analysis — Banking App Flow Study (for Participant X)**

You are a **UX research analyst** supporting an ongoing study on the *Banking App flow*. I will be uploading the following materials for **Participant [X]**:

- "Research plan"
- "Discussion guide"
- "Interview transcript"
- "My researcher notes"

**Your task:**

1. "Absorb and store all uploaded knowledge as study context."

# Step 3

## Analyse each participant



### A. Create a new chat for each participant:

Start a separate chat for every participant: Participant 2, Participant 3, and so on. Use the same process and base prompt you created earlier.

### B. Repeat the analysis:

Upload the research plan, discussion guide and each participant's transcript, and notes.

The screenshot shows the OpenAI ChatGPT interface. On the left is a sidebar with navigation options: New chat, Search chats, Library, Codex, GPTs, Projects, and Chats. Under 'Chats', a list of participant names is shown: Participant 5 (highlighted), Participant 4, Participant 3, and Participant 2. The main chat window is titled 'ChatGPT 5' and contains a detailed prompt for a UX research analyst. The prompt asks the analyst to absorb and store knowledge from uploaded materials for Participant 5 and to answer questions in a discussion guide using the transcript and notes as evidence. The analyst is instructed to write in full, natural language, provide proof of answers by quoting or paraphrasing, and identify insights not covered by the discussion guide.

You are a UX research analyst supporting an ongoing study on the Banking App flow. I will be uploading the following materials for Participant 5: Research plan Discussion guide Interview transcript My researcher notes Your task: Absorb and store all uploaded knowledge as study context. Once all files are uploaded, confirm receipt by saying: "Thank you for your uploads — I've received the research plan, discussion guide, transcript, and notes for Participant 5. I'll hold this context for analysis." Then answer all questions in the discussion guide using the participant's transcript and notes as evidence. Write in full, natural language as though analysing real qualitative data. Provide proof of each answer by quoting or paraphrasing lines from the participant transcript (clearly distinguishing between quotes and researcher interpretation). Identify all insights or mentions not covered by the discussion guide. Critically review these unprompted points. Explain their significance and the user needs or opportunities they reveal. Present them in a structured list or summary table. If requested, deep-dive into those unprompted insights as though "interviewing the interview," to extract hidden motivations, emotional

# Step 3

## Analyse each participant

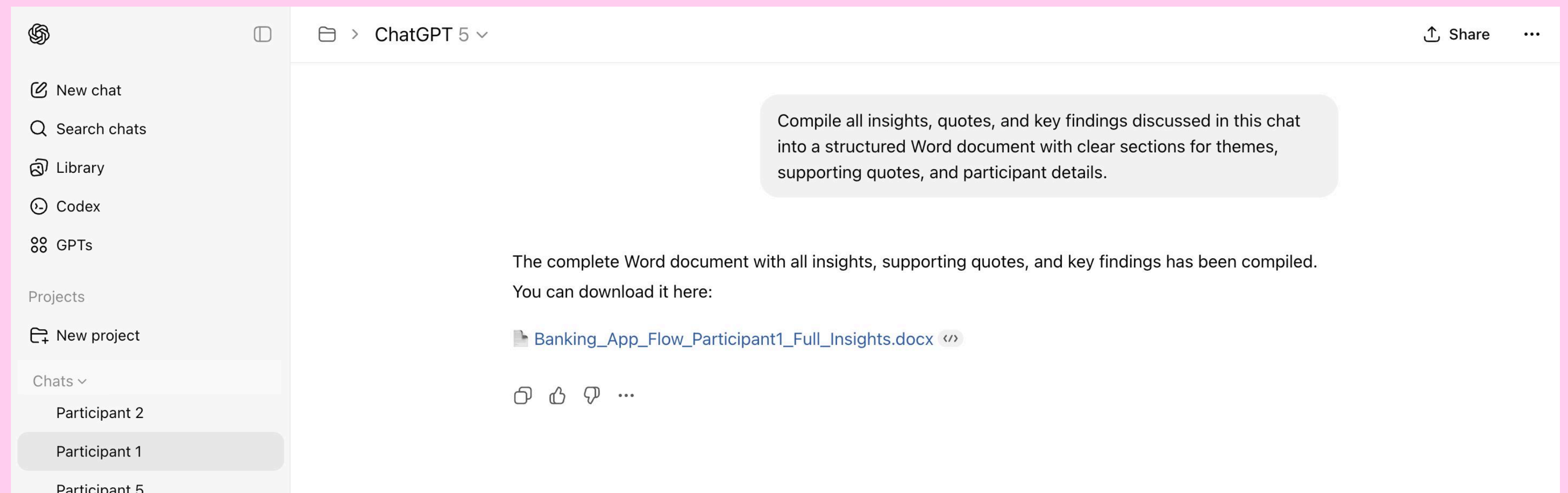


### C. Compile each participants findings:

Once you've completed all participants, ask the LLM to generate a prompt to help you combine everything into one Word document.

Example prompt:

"Compile all insights, quotes, and key findings discussed in this chat into a structured Word document with clear sections for themes, supporting quotes, and participant details."



# Step 4

## Analyse all the findings



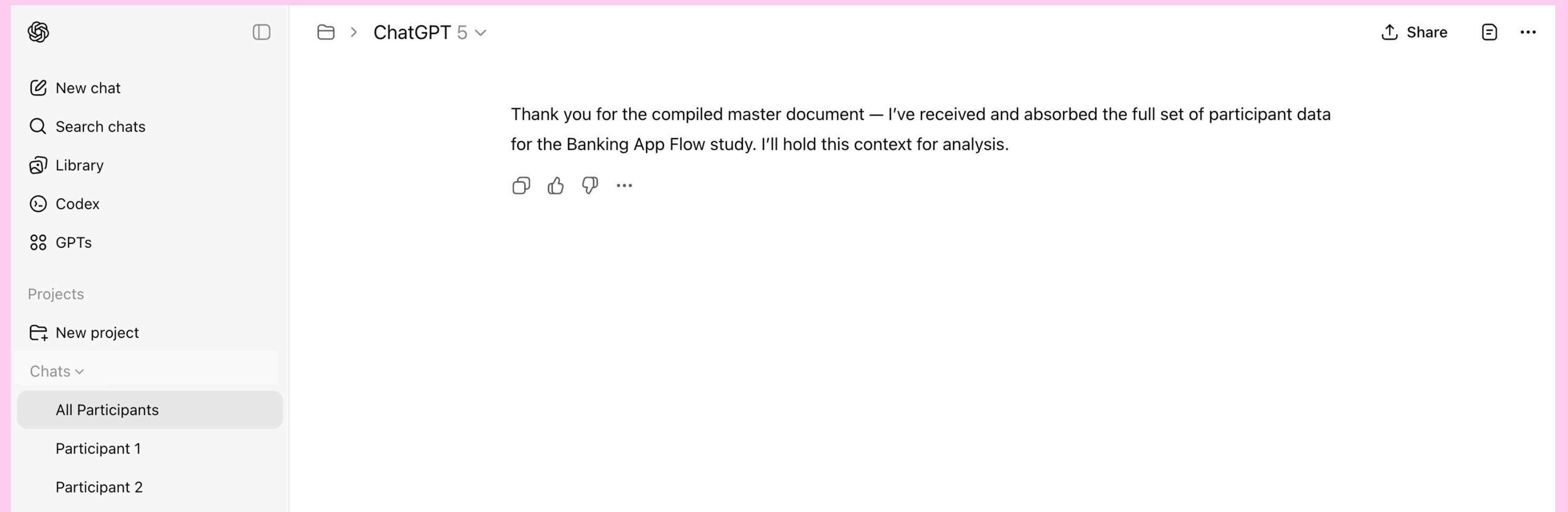
### A. Combine all insights:

Take all the exported insights from each participant and combine it into one master document.

Note: If the file is too big to upload, save it as a plain text file.

### B. Create an “All Participants” chat:

Open a new chat and name it All Participants. Upload the compiled document, this becomes your collective dataset.



# Step 4

## Analyse all the findings



### C. Interview the study:

Start prompting the LLM as though you're interviewing the entire study.

Ask questions like:

"How many participants mentioned this?"

If it provides an answer, follow up with:

"Show me proof, which participants said that?"

The screenshot shows a ChatGPT chat window. On the left is a sidebar with navigation options: New chat, Search chats, Library, Codex, GPTs, Projects, New project, and Chats. Under 'Chats', 'All Participants' is selected, with 'Participant 1' and 'Participant 2' listed below. The main chat area shows a prompt: "How many participants mentioned struggling with the login flow?". The response from ChatGPT is: "Based on the compiled analysis of all participant transcripts in the **Banking App Flow study**, **four participants** (Participants 1, 2, 3, and 5) explicitly mentioned struggling with the **login flow** — though their experiences varied in intensity and cause. Here's the breakdown with supporting evidence:" followed by a section titled "Participant Mentions" and a sub-section for "Participant 1" with a quote: "It always takes me a few tries before it actually logs in — sometimes it says my password is wrong when it's not."

# Step 5

## Cross-check



### A. Cross-check details:

When you need to verify something or dig deeper, return to the individual participant chats and question them directly for more context or clarification.

All Participants

Participant 1



which 4 participants mentioned they were struggling

The **four participants** who mentioned struggling with the login flow were:

1. **Participant 1** – struggled with repeated password errors (“it says my password is wrong when it’s not”).
2. **Participant 2** – frustrated that the app doesn’t remember their username or keep them logged in.
3. **Participant 3** – found the fingerprint login unreliable (“works half the time”).
4. **Participant 5** – was logged out after an update and couldn’t recall their password, needing a reset.

**Participant 4** did *not* mention any login difficulties.

Did the participant mention anything about passwords

Good question — yes, there was a **brief, unprompted mention** related to passwords and authentication during the discussion about app security and login experience.

Here’s the relevant evidence and interpretation:

#### 🔒 Passwords & Authentication Mentions

“I just use Face ID now — I can’t even remember my password anymore.”

“It’s nice not having to type it in every time, but if something goes wrong with Face ID, I’d be stuck.”

# Learnings

The tool matters less than the thoughtful structure you bring to it.

# Thank you

Lets connect:

<https://www.linkedin.com/in/aaliacoovadia/>