

**INTERVIEWING USERS: HOW TO UNCOVER  
COMPELLING INSIGHTS**

Deanne Lamond

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User-centered design is a very complex field, and though I very rarely find myself face-to-face with an actual customer, I found the insights within Interviewing Users to be very helpful and straightforward. See and discover other items: It's practical, it's full of examples, it contains short stories from the field, it also contains opinions from other researchers and