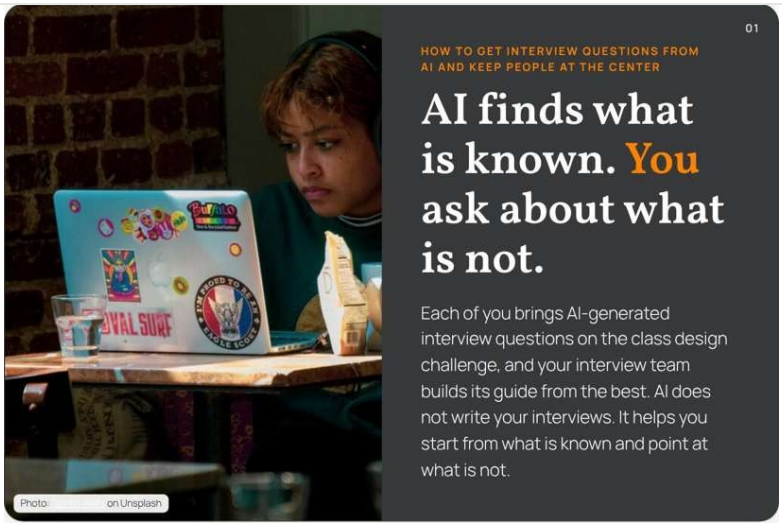
BUAD 317 · SLIDE NOTES

AI-Generated Interview Questions

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-317/interview-questions-ai-human/



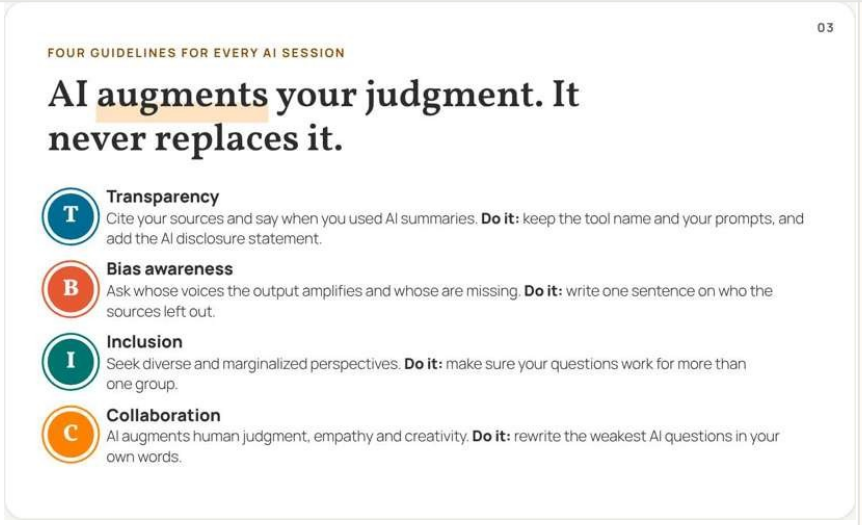
Slide 1

My notes



Slide 2

My notes



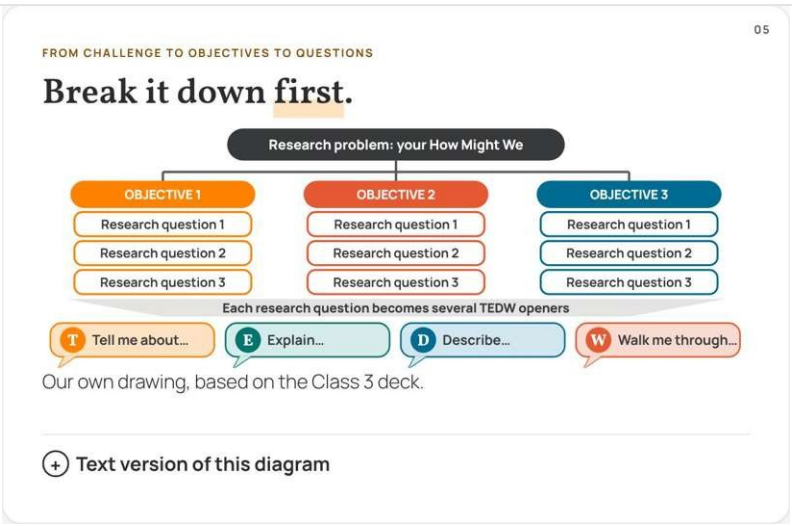
Slide 3

My notes



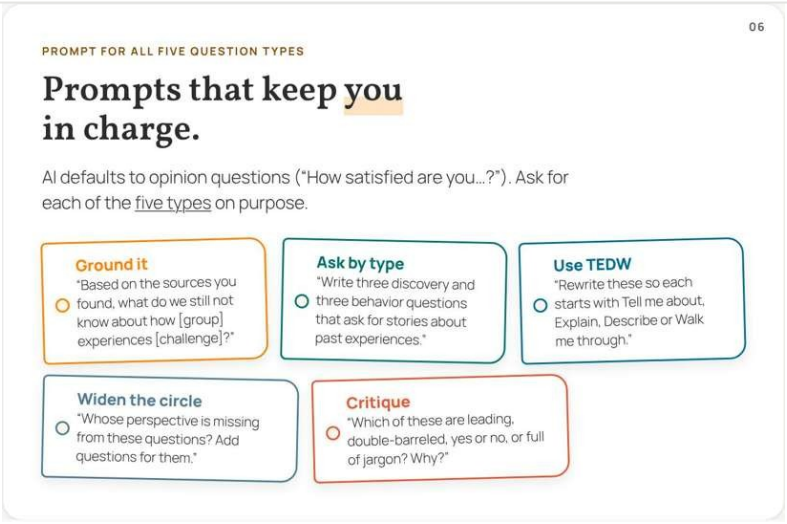
Slide 4

My notes



Slide 5

My notes



Slide 6

My notes

07

A WORKED EXAMPLE: TOURISTS IN LONDON

AI drafts. You make it human.



Photo by @raduioaniancu on Unsplash

YOU: STEP 1
Reframe "How might we make a first visit to London unforgettable?" into themes.

AI
Motivations. Journeys. Pain points. Delight and surprise.

YOU: STEP 5
For each theme, write questions that ask for a story, not an opinion.

AI
"Walk me through a typical day of your trip so far."

YOU: THE HUMAN PART
Keep the stories. Cut survey-speak. Add: "Tell me about the most surprising moment here."

Slide 7

My notes

08

THEN DO THE HUMAN PART

If it sounds like a survey, make it sound like you.

C **Cut**
Drop anything you would feel silly asking a stranger.

R **Rewrite**
Put the weakest questions in your own words.

T **Trace**
Each question connects to something you learned from a source.

S **Say it out loud**
If it sounds like a survey, make it sound like you.

P **Park solutions**
"Would you use..." questions wait for prototype feedback in Part D.

Slide 8

My notes

09

FOUR FLAWS TO FIX IN AI QUESTIONS

Catch these four before you hit the street.

Leading
"Wouldn't a faster online portal make it better?" It tells people what you hope to hear, and polite people agree.
Fix: "Tell me about the last time you checked on your application."

Double-barreled
"How satisfied are you with the service and how could it improve?" Two questions, one answer.
Fix: split it and ask the more important half first.

Yes or no
"Is the office staff helpful?" One word ends the conversation before the story starts.
Fix: "Describe the last time you asked the staff for help."

Jargon
"How can the city leverage digital touchpoints?" AI loves these words. People do not use them.
Fix: use the words people use at home or at work.

Slide 9

My notes

AI USE AND DISCLOSURE IN BUAD 317

Use it well. Say how.

Appropriate
Brainstorm, summarize, role-play.

Not appropriate
Unreviewed, unacknowledged AI work.

Privacy
No names in public AI tools.

⊕ Details and statement



Slide 10

My notes