

# UX Agency Interview Guide

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**Format:** 90-minute video call.

**Attendees:** Your stakeholders + Agency's *working team* (not just sales).

**Goal:** Validate expertise, assess culture, and dig into red flags.

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## Part 1: Process & Methodology (20 mins)

*Focus: Do they have a system, or are they winging it?*

1. **"Walk us through exactly what Week 1 looks like on our project."**

- *Good answer:* Mention of kickoff, data gathering, stakeholder interviews, setting up tools.
- *Red flag:* "We just start designing."

2. **"How do you recruit users for research, and what's your synthesis process?"**

- *Good answer:* Specifics on recruiting platforms, screener questions, and how they turn data into insights.
- *Red flag:* "We assume we know the user," or vague answers about "asking around."

3. **"Describe your revision process—how many rounds, and how does feedback work?"**

- *Good answer:* Structured rounds (e.g., 2 per phase), consolidated feedback via specific tools (Figma comments).
- *Red flag:* Unlimited revisions (shows lack of process) or defensive attitude about feedback.

4. **"What happens if we're not satisfied with a deliverable?"**

- *Good answer:* "We stop, jump on a call to align, and re-work based on clear feedback."
- *Red flag:* "That never happens," or "We charge you extra immediately."

## Part 2: Team & Collaboration (20 mins)

*Focus: Who are we actually hiring?*

5. **"Who specifically will work on our project daily, and what are their roles?"**

- *Good answer:* Names of specific designers/researchers.
- *Red flag:* "The team is TBD," or generic "Senior Designer."

6. **"What happens if a key team member leaves during our project?"**

- *Good answer:* Clear continuity plan, documentation, and backup resources.
- *Red flag:* Surprise/Silence, or "We'll figure it out."

7. **"Will we communicate directly with designers or only through a project manager?"**

- *Good answer:* Direct access to designers for collaboration, PM for logistics.
- *Red flag:* "Everything goes through the account manager" (Telephone game risk).

## Part 3: Project Management & Risk (20 mins)

*Focus: Will this project go off the rails?*

8. **"What could cause delays on a project like this, and how do you handle them?"**

- *Good answer:* Honest list (client feedback delays, scope creep) and mitigation strategies.
- *Red flag:* "We never have delays."

9. **"Clarify what's included in the price vs. what costs extra."**

- *Good answer:* Detailed list (e.g., "Fonts, stock photos, and rush fees are extra").
- *Red flag:* "Everything is included" (unrealistic) or vague answers.

10. **"Tell us about a project that didn't go well and what you learned."**

- *Good answer:* Honest admission of a mistake and the process change they implemented.
- *Red flag:* "All our projects are perfect," or blaming the client entirely.

## Part 4: Technical & Handoff (15 mins)

*Focus: Can we actually build what you design?*

11. **"What documentation do you provide for developers?"**

- *Good answer:* "Annotated Figma files, design system documentation, Loom videos walking through flows."
- *Red flag:* "We just send the images."

12. **"How do you handle QA during the development phase?"**

- *Good answer:* "We do visual QA to ensure the build matches the design before launch."
- *Red flag:* "Once we hand off, we're done."

## Part 5: Closing (15 mins)

- **"What questions do you have for us?"** (Good agencies ask smart questions about business goals).
  - **"If we proceed, what is the earliest start date?"**
  - **"Can you provide 2-3 references from similar projects?"**
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## Evaluation Checklist (Post-Interview)

- ☐ Did the working team speak, or did the sales person dominate?
- ☐ Did they ask insightful questions about *your* business?
- ☐ Were they honest about risks and limitations?
- ☐ Did you feel "chemistry" (would you enjoy a weekly call with them)?