



2-1 Tell Stories

Capture Your Learnings

Immediately after interviewing, be sure to capture your learnings. Capture one observation, story highlight or quote per post-it note. Use the prompts to guide you.

WHO DID YOU MEET? (PROFESSION, AGE, LOCATION, ETC)

What was the most memorable and surprising story?

What was interesting about the way he/she interacted with his/her environment?

What did this participant care about the most?
What motivates him/her?

What frustrated him/her?

What questions would you like to explore in your next conversation?



Share Inspiring Stories

Take turns sharing stories of the people you talked to or the places you visited. While listening to your team, capture their stories and observations on post-it's, using a separate post-it per thought. Capture the most interesting learnings here.

Learnings from my partner/team:

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