UNPACKING INTERVIEW, OBSERVATION & IMMERSION

Note your findings after your interview, immersion and observations for Synthesis.

School of Design Thinking
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We Met:

Describe the person you interviewed (include aspects like age, job, interests).



What did they say?

Write down captured quotes.



What did they do?

Note the different actions they underwent.



What stood out?

Note surprising facts or contradictions in, for instance, what they state versus how they behave.



We wonder, if this means...?

Interpretate what stood out (insights).



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