

SERVICE SAFARI

Keep observations, interpretations and next decisions distinct. Attach source notes and context.

TASK & BOUNDARY

What will you do, and where does the safari stop?

CONTEXT

Time, channel, route and prior familiarity.

MOMENT 1

Action, touchpoint and what happened next.

MOMENT 2

Action, touchpoint and what happened next.

MOMENT 3

Action, touchpoint and what happened next.

RECORD LIMITS

What could not be recorded or experienced?

BELOW THE SURFACE

Keep observations, interpretations and next decisions distinct. Attach source notes and context.

OBSERVATION

Specific events and wording, with source notes.

INTERPRETATION

What might explain the experience?

CONDITIONS

What might differ for another visit or person?

HELPFUL MOMENT

What supported progress, and under what conditions?

FOLLOW UP QUESTION

Whose experience or what evidence is missing?

OWNER & NEXT STUDY

How will the question be investigated?