

Insert problem interview script here

Introduction

Setting the atmosphere

The actual data gathering

Ending

Immediate thoughts

Example "Problem Interview" script

Welcome (2min)
Short intro what you are doing. Make the person comfortable.

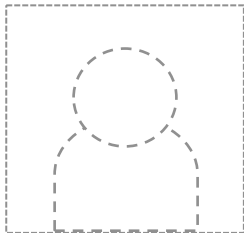
Essential demographics

Motivations and big picture
Without talking about the solution get the person to talk about the problem on hand and ask why... ("ask the person to describe when did she last time have an IT problem? What did she do to fix it? What were the pain points? Why did she do as she did? Follow contradictions...")

Ask the person to evaluate the problems associated to the topics:
Problem 1-3:

How important?
How big problem?
How is it solved currently?

Thank you!

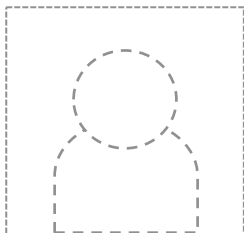


Name:

Needs + other key findings:

Thinks and feels:

Surprised us:

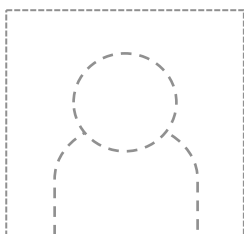


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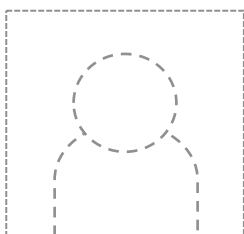


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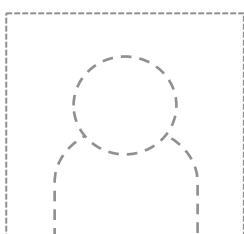


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