



# Understand your partner by interviewing him/her

Email your map to your partner.

Take one minute each to Go through the map

## 1 Interview

4min (2 sessions x 4 minutes each)

### Notes from your first interview

When interviewing start with general questions about the low points then focus on one point

Switch roles & repeat Interview

## 2 Dig Deeper

4min (2 sessions x 2 minutes each)

### Notes from your second interview

Dig deeper to learn more about the moment by asking focused questions.

Switch roles & repeat Interview

# Reframe the problem.

## 3 Capture findings 3min

### Goals and Wishes:

What is your partner trying to achieve?

\*use verbs

**Insights:** New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?\*

\*make inferences from what you heard

## 4 Take a stand with a point-of-view 3min



\_\_\_\_\_ partner's name/description

needs a way to \_\_\_\_\_

user's need

**because (or "but..." or "Surprisingly...")**

[circle one]

\_\_\_\_\_  
\_\_\_\_\_  
insight



# Iterate based on feedback.

## **7 Reflect & generate a new solution.** 3min

Sketch your big idea, note details if necessary!

# TEST

**Share your solution and get feedback.**

**+** What worked...

**-** What could be improved...

**?** Questions...

**!** Ideas...

**8min** (2 sessions x 4 minutes each)