



Emphasizing Through Observations and Interviews

Try writing down at least 10 questions. You can use the examples in each box as a starting point, but try to make your questions specific to your problem.

Question 1

What is your role in this situation?

Question 2

Can you describe a common problem that you encounter in this situation?

Question 3

How do you usually approach this problem?

Question 4

Have you tried to solve this problem? What has or has not worked for you?

Question 5

How does this problem affect your day?

Question 6

Do you know other people with this problem? How do they handle it?

Question 7

What do you consider a success in handling this situation? What is most important to you about finding a solution?

Question 8

Question 9

Question 10

Fill out the chart below to document what you learned from an interview with the user who you assumed didn't know what they wanted:

What assumptions did I make before that may not be valid?	
Did I discover any complicating factors or extra challenges in this situation?	
What do the users in this situation want? What did I learn about their desires and goals?	
Is there anything else that was surprising to me?	

We'll use the same questions we used for our coffee shop example to design an app with the three stages of design thinking. Write your answers below:

Empathize	
Who is involved in the problem?	
What are they trying to accomplish?	

Define	
What is the problem?	
What do I need to solve the problem? (Describe the problem in 2-3 sentences)	

Ideate	
<p>What are some possible solutions to the problem? (Describe the problem in 2-3 sentences)</p>	
<p>Why is this a good solution?</p>	

