

INTERVIEW PREPARATION

Write your interview findings here.

Write your questions to be open-ended and neutrally-stated — and organize them into a conversation arc. Think of your questions not just as topics to cover, but as ways to get people to share.

Build rapport

Understand your user

Dig for stories and emotions

FRAME YOUR DESIGN CHALLENGE

What is the problem you are trying to solve?

Try to frame the problem as a question.

What is the impact you are trying to have?

What are some possible solutions?

Write some of the context and constraints you are facing.

Does your original question need a tweak? Try again.

STORY CANVAS

Setting:	
Key Moment To Win:	
Cast:	

Story Elements

Beginning	Middle	End
What is the situation?	Who or what else is involved?	Where does the main character end up?
What is the challenge or problem?	What is the big, defining moment of change?	What improved/resolved? Where does value lie?

The Story

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