FRAMING

WHAT DO YOU ALREADY KNOW?

Which hypotheses do you want to test?

WHAT DO YOU WANT TO KNOW?

Which insights are missing?

USERS

Which types of users do you want to interview?

CONCRETE QUESTIONS

FACTS *Who, what, where, how?*

OBJECTIVES *Why?*

EMOTIONS *How did you feel?*

IDEAS *How can this be improved?*
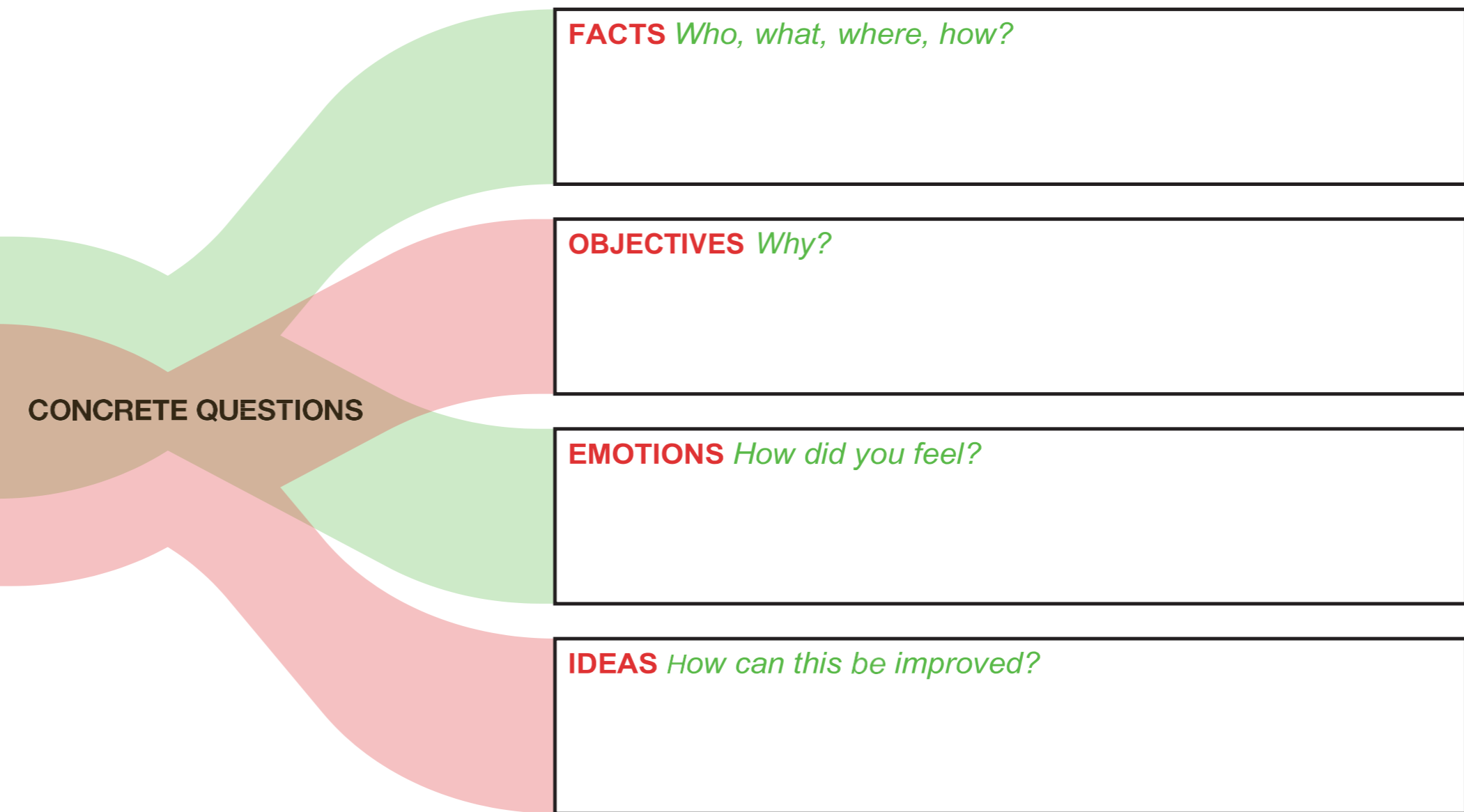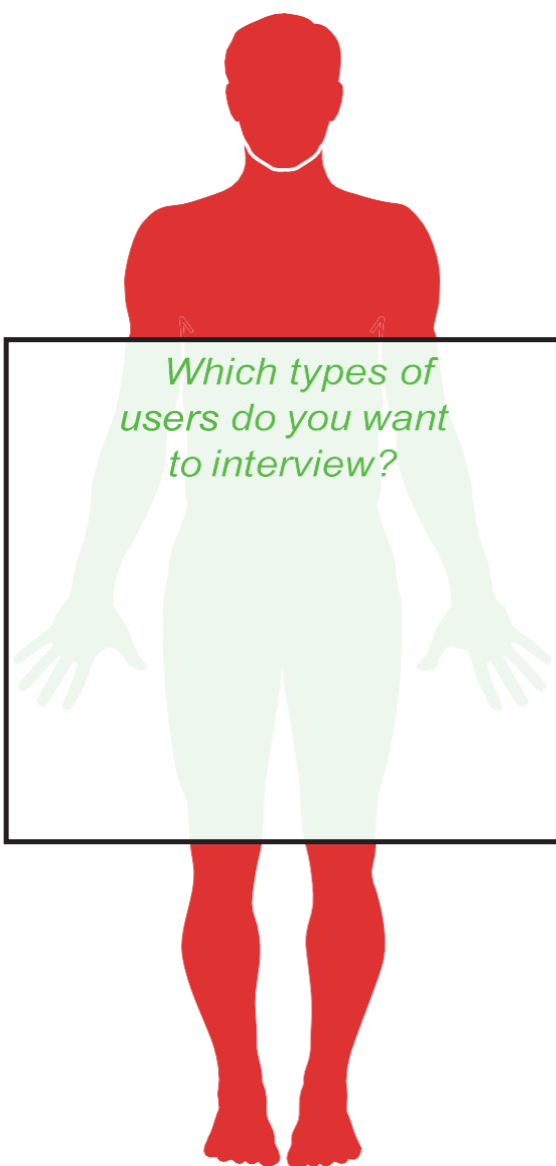
EMPLOYEES AND OTHER STAKEHOLDERS

Which types of employees and interested parties do you want to interview?

CONCRETE QUESTIONS

FACTS *Who, what, where, how?*

OBJECTIVES *Why?*

EMOTIONS *How did you feel?*

IDEAS *How can this be improved?*