

prototype

Friday

- 85% of problems found by first 5 people
- Don't focus on the other 15%

* Interview Process

- Friendly welcome
- open ended context ?'s
- Introduction to prototypes
- Detailed tasks
- Quick debrief

have team watching in other room

- context ask what they did
- Don't ask multiple choice or yes and ?'s
- DO ask the 5 W's and h'

Ask broken questions

Curiosity mindset

Take interview notes as group

- use diff color markers for bad and good
- if customer has a problem it's your not turn
- You can't lose with sprint
- Look for patterns