

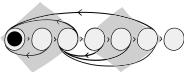
Project:

Team:

Version & Date:



INTERVIEW FOR EMPATHY



Quick Guide: The Interview for Empathy is intended to provide a good understanding of the user's needs, emotions and motivation. The goal is to look at the world from the user's perspective and learn more about his motivations.

More tips & tricks for this template on book page: 57

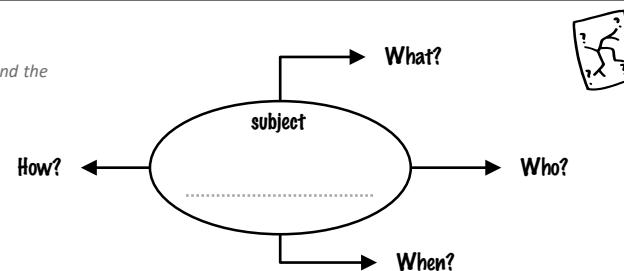


Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1

Question map

Make a note of the central theme and the key questions

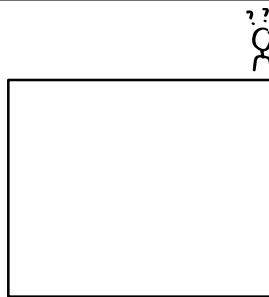
1



Description of the person interviewed

Make a note of your interviewee's details and add a photo or sketch if possible.

2 Name
Age
Personal data



Place/date of the interview.....

Describe the journey stages. Sketch the timing.



Enter the frequency of the actions.

All the time

Often

Seldom

Gains



Write down notes about the user's emotions during the test.

Pains



3

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