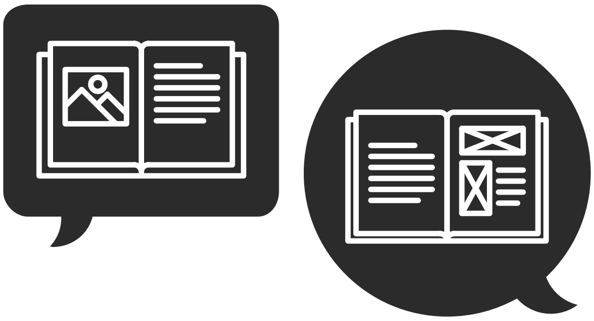

Story Share-and-Capture

A story share-and-capture session is usually undertaken after ethnographic research—i.e., after you have conducted user interviews and observations and dived into user motivations through the 5 whys technique. This process ensures the team are on the same page when it comes to their understanding of users. It also provides an opportunity for the team to discuss their stories and dig deeper into the meanings behind each one.

To conduct a story share-and-capture session, follow the steps below:

01: Take a moment to unpack the observations and stories you have collected.

02: One by one, each team member shares the observations they made in the field in the form of stories.

03: As each team member shares their stories, the rest of the team will note down interesting insights, headlines or quotes based on the story. Insights, headlines and quotes should be written on Post-its.

04: By the end of the sharing session, you will have a wall or board filled with Post-it notes. This helps your team understand what is going on with your users, and can kick-start an ideation or space saturate group session.