» Observe and connect emotionally to a user – conduct an interview.
You want to discover needs and motivations regarding the course challenge.

PREPARATION

1. First, choose a person that you can talk to – ideally face-to face, but a video call is also good.

2. Schedule an appointment, announce your topic and ask for approx. 20 minutes of their time.

3. Before the interview, remind yourself that you want to discover something you don't know yet. You want to activate your mirror neurons. Watch attentively. Connect emotionally to your interview partner. Ask "why" when facts are told to dig into emotions. Let the other have at least 80% of the conversation time.

STEPS (20 min)

1. Introduce your topic and thank your interview partner for their time.

2. Ask about the last time the other had a remarkable good or bad learning experience outside the classical school context.

3. Let the other tell their concrete experiences, ask "why " and dig deeper when you spot emotions, tensions or something that is surprising for you.

4. Take notes during the interview, but really focus on the other: observe mood-changes and notice topics and expressions that are repeated.

5. After latest 20 minutes, end the conversation and thank the other.

DOCUMENTATION (25 min)

Capture your most surprising findings and sort your empathy data.

First name, age, occupation of interview partner and what experience was it about?
Dr.Jane, Professor at Internationale Berufsakademie and self-employed as a rhetoric-coach. The Interview is about her video based course delivery experience.

Most positive quote:
Comic based learning of design thinking idealogies is the best way to start.

Most negative quote:
Black screen problem! Students hesitate switching on cameras during view calls, and also do not actively participate in video lectures.

Functional needs:
Change communication style at Universities. Create an individual student focused learning plan.

Emotional needs:
Connect with each student individually.

Your name and contact information optional
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