

CONGRATULATIONS!

YOU FINISHED A SUCCESSFUL INTERVIEW. NOW GATHER
YOUR TEAM TO DEBRIEF AND ANALYZE DATA/FINDINGS.



INTERVIEW
DEBRIEF CAPTURE



INTERVIEW DEBRIEF CAPTURE

DATA DUMP:

[Insert prompts for your areas of inquiry/topic areas/themes or the 'sections' of the interview to help organize your team's thoughts.]

Capture all responses and observations you can recall from the field visit. Be thorough; bullet points are okay.

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WRITE YOUR ROUGH IDEAS HERE OR GO DIGITAL



INTERVIEW DEBRIEF CAPTURE

PROJECT NAME: [Insert name here]

DATE OF INTERVIEW: [Insert date here]

INTERVIEWERS: [Insert names here]

KEY OBSERVATIONS:

The facts of what you heard
(verbatim/quotes), saw (key images?),
sensed. Raw data.

[Insert here]

KEY TAKEAWAYS:

Capture the main points or learnings
overall.

[Insert here]

SURPRISES:

What did we see or hear that was
particularly surprising, powerful, or
evocative?

[Insert here]



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WITH: INTERVIEW DEBRIEF CAPTURE

IMPORTANT TO THEM:

What topics/stories seemed most important to the interview participant?

What are the underlying objectives, drivers, and barriers related to those?

What were the things the participant was most expressive or emphatic about—both positive and negative?

[Insert here]

LOOK ACROSS RESEARCH:

What did we see or hear that adds depth, or connects to what we've learned from other participants?

What did we see or hear that conflicts with other participants, and why might that be?

[Insert here]

What did we see or hear that challenges how the team has been thinking about the topic?

What did we expect to hear, but didn't?

What seems like it was missing?

[Insert here]



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NOW SUMMARIZE FOR SHARING:

SHARE AN EMPATHETIC STORY (IMAGES HELP!),
COMPELLING DATA, AND TAKE-AWAYS / IMPLICATIONS.



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