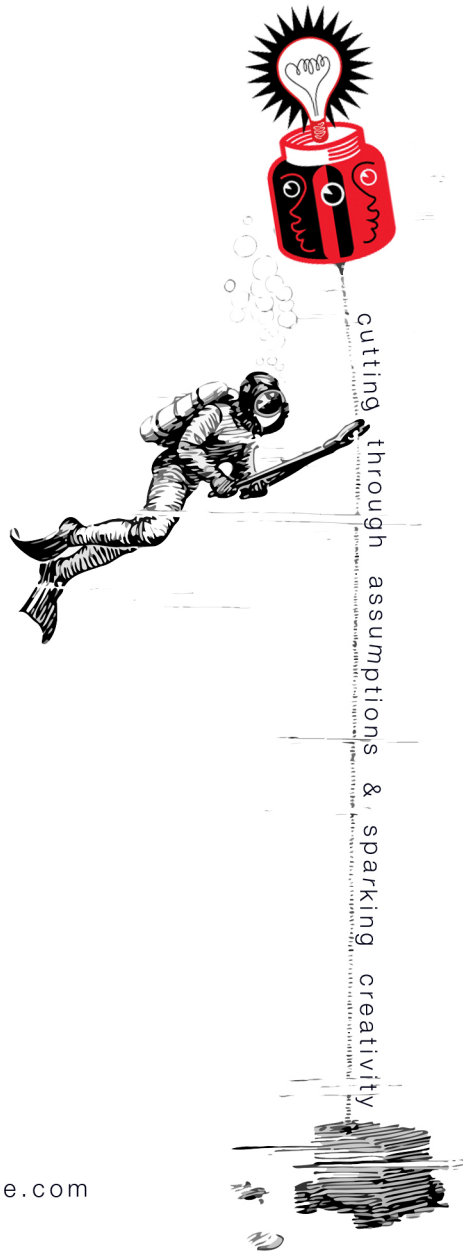


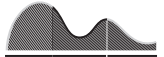
To Summarize your interviews



thinkjarcollective.com

Human Centered Service Design Thinking Summaries of insights from interviews

Summary Insights Interview/ Ethnography #1



Research

Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

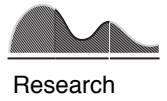
What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____

Summary Insights Interview/ Ethnography #2



Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

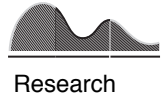
What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____

Summary Insights Interview/ Ethnography #3



Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

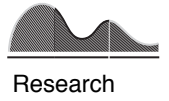
What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____

Summary Insights Interview/ Ethnography #4



Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

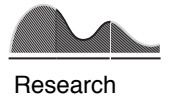
What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____

Summary Insights Interview/ Ethnography #5



Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

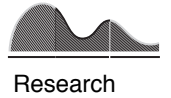
What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____

Summary Insights Interview/ Ethnography #6



Name: _____

What do you think really motivates them?

What were the top 2 **aha moments** you had from learning from _____?

+ _____

+ _____

What do you sense at present are the top 2 **needs** that _____ has?

+ _____

+ _____

What seemed to be the key **challenges and barriers** this person is facing and struggling with? (Internal challenges? Challenges with a service? Challenges with a system?)

+ _____

+ _____

+ _____