**Interview Report**

|  |  |  |
| --- | --- | --- |
| **Interviewee name**  [insert here]  **From**  [insert here] | **Interviewed by**  [insert here]  **Date** | **Reason for being interviewed**  [insert here] |

**Who is the customer?**

[Brief summary]

**Say** *Key statements or defining words. Quotes. Thoughts that are declared.*

[insert here]

**Think** *What are they thinking? What does this tell us about their perceptions, attitudes or beliefs? Any undeclared thoughts that you noticed through the way they speak about certain things?*

[insert here]

**Do** *What actions and behaviours do they do?*

[insert here]

**Feel** *What emotions do they feel? Are there any particular triggers for this?*

[insert here]

**Any contradictions?** *E.g. Say one thing and do another?*

[insert here]

**What are their current interactions with us?**

* *Process/steps*
* *Experiences*
* *Supporting tools*
* *Supporting people*
* *Pain points*
* *Any baseline measures (e.g. time taken to complete)*

[insert here]

**What are their goals/preferred future state?**

* *What are they trying to achieve by interacting with us?*
* *What is their ideal future state for that interaction?*

[insert here]

**Does this test your assumptions?**

[insert here]

**What was the biggest insight or surprise to you?**

[insert here]