



# EXPERIENCE INTERVIEW

Listening to the system

What is contributing to the issue?



Stakeholder \_\_\_\_\_ Segment \_\_\_\_\_

Location and setting \_\_\_\_\_ Date \_\_\_\_\_

## PHASE OR ACTIVITY

Ask the interviewee to tell you about their experience, from start to finish.

This can be about the experience during a whole lifetime, a longer period or during a particular event. Note down the various steps.

**Before** \_\_\_\_\_ **During** \_\_\_\_\_ **After** \_\_\_\_\_

## EMOTIONS AND DYNAMICS

Let the interviewee draw the experience in a form of a curve. How positive or negative was the experience? What was the main feeling at each step?

What/who triggered the changes? How did things evolve over time? What made things go worse or better?



TIME →

## WHY QUESTIONS

Take a look at the most extreme moments (positive or negative).

Keep asking why until you find the underlying contributing factors, and the causal relationships.

