

Assume a beginner's mindset

Don't judge. Question everything. Be truly curious. Find patterns. Listen.

1. Interview for Empathy

- Ask why, encourage stories, never say "usually", look for inconsistencies, watch for non-verbals, allow for silence

2. Extreme users: Observe and interview

3. Empathy map: Say, do, think, feel

4. Powers of ten: Vary the magnitude of context

5. Journey map (timeline)

6. What? How? Why?

- Why-how laddering

7. User camera study: Give your subject a camera

- Ask them to document routine or what is important/significant