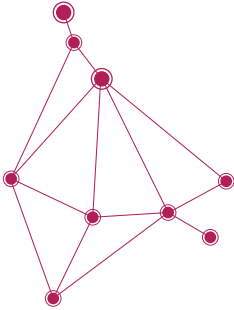


# Connect



## Interviewing

Interviewing is a great way to gain perspective into the people who are affected by your challenge and who will be benefiting from your solution.

### Starter Questions

- 1. Tell me about yourself (this is a place to gather key demographic information, background, and personal insights that might influence your subject's point of view).
- 2. Can you tell me about your last interaction with this [product, service, process] and what happened?
- 3. What would an ideal solution look like from your point of view?
- 4. What can you tell me about this challenge that only you would know?

### Your turn...

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