



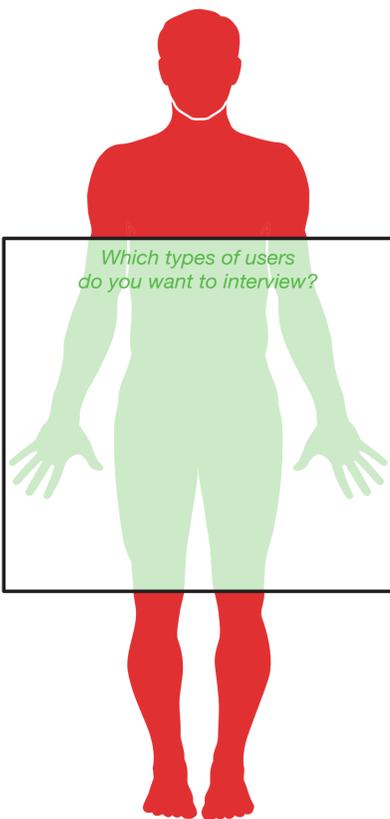
WHAT DO YOU ALREADY KNOW?

WHAT DO YOU WANT TO KNOW?

Which hypotheses do you want to test?

Which insights are missing ?

USERS



CONCRETE QUESTIONS

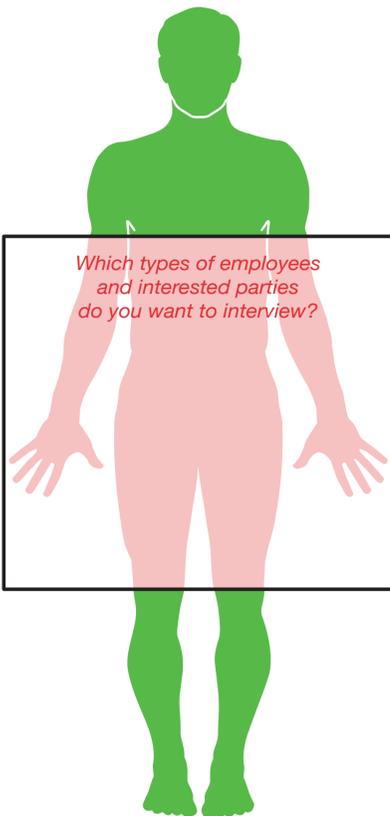
FACTS *Who, what, where, how?*

OBJECTIVES *Why?*

EMOTIONS *How did you feel?*

IDEAS *How can this be improved?*

EMPLOYEES AND OTHER STAKEHOLDERS



CONCRETE QUESTIONS

FACTS *Who, what, where, how?*

OBJECTIVES *Why?*

EMOTIONS *How did you feel?*

IDEAS *How can this be improved?*