



INTERVIEWEE & CONTEXT OF THE INTERVIEW



PHASES IN THE EXPERIENCE

Ask the user or employee to describe his or her current experience. First, ask what the different steps are and then detail the user experience.

EMOTION SCALE

SATISFIED





UNSATISFIED

Satisfaction frontier

WHY'S

Ask, for the most positive and the most negative experiences, how the user or employee felt and what he or she thought. Get to the bottom of the underlying reasons. Don't hesitate to ask follow-up questions.