

**Project Name Debrief**

**Participant:** \_\_\_\_\_ **Researchers:** \_\_\_\_\_

Fill this out immediately after the interview, together with both interviewers. This document will serve as the key resources for the collaborative fieldwork debriefing and analysis so please be thoughtful and thorough.

**GETTING TO KNOW YOU-- describe**

Describe the person you spoke to. What do they do? What are they into? What is their home environment like?

How did they describe their process of getting the PRODUCT?

**LIFE WITH PRODUCT**

How are they using the PRODUCT? What features are they using? What does this device mean to them?

What kinds of accessories do they use? Which ones aren't they using? Why?

What do they like most about the DEVICE? How is it best serving their needs?

What challenges have they had? What are some of their unmet needs and wishes?

What surprised them? What surprised you?

**PROTOTYPE -- assess**

What did they like about the PROTOTYPE? What are the features and benefits that appealed most to them? What didn't they like? (use + and - here to make a bulleted list of answers)

How did they imagine using it in their current use cases? What new use cases did they imagine?

What feedback did they have about **usability, audio, price**, etc.? What **suggestions** did they make?

Surprises or a-ha moments from this interview? New thinking? Connections to other interviews?

Insights about the interview process? What would you ask, or ask differently in the next interview? Any advice for the team?

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**HOME AND HOUSEHOLD -- interpret**

Describe the house and yard. What impression did you get of the people who reside there?

Describe the household occupants - what do they do? What are they all about?

What were the three words they used to describe the personality of their household? Did you find evidence to support or add depth to your understanding of this?

**VEHICLE HISTORY AND PROCESS -- describe**

What are their vehicles?

How do they feel about buying cars?

How do they define the steps of the process of buying a vehicle?

Which steps of the process are most important to them? Were there pain points along the way?

What were some key or surprising points to you about their vehicle-purchase story?

**CONCEPT -- report**

Concept reactions

What about your concept would you redesign or refine specifically for this person?

What would you ask, or ask differently in your next interview? Do you have advice for the team?