Team Activity 1: Reflect

1) Right now, what is the story (or stories) your team uses to understand users for a particular concept? Talk it out or write it down individually and then share. Is there consensus or differences between stories among team members? (2 mn)

2) What do you need to learn more about? What parts of your story rely on assumptions or assertions rather than evidence/facts (FNAP) grounded in user interaction? (2 mn)

3) What are opportunities for greater inclusivity? Great kindness, empathy, connection? How could you deepen and diversify your understanding of user experiences and needs by reaching out to users with different backgrounds, identities, abilities, life experiences, geographic locations, kinds of knowledge etc.? (2 mn)

4) Keeping your responses to the above questions in mind, brainstorm questions you need to ask a user. (4 mn)
Team Activity 2: Prepare at least 5-7 Interview Questions (for each product concept)

- Focus on listening to the user and their problem or need and trying to learn more about their experience.
- Ask open-ended questions vs. leading or yes/no questions.
- Ask questions that will encourage users to tell you a story about their experience(s). You can learn a lot from the details that emerge.
- Write down questions to share with team later. (You can use jamboard or make your own Google doc etc.)