

TOTAL TIME

30-45 minutes

MATERIALS

pen, paper

TEAM SIZE

one on one

Great insights start with great people. Let's deepen our understanding of the challenge landscape by gathering diverse perspectives on the topic.

Interview Tips & Tricks



CONSIDER FORMING A TEAM

If interviewing more than one person, grab a friend and divide up roles, like note-taker or someone to take pictures.



PACK A FIELD KIT

Bring a notebook, pen and camera. Write in the voice of the person you are interviewing and aim for direct quotes wherever possible. Voice recorders are great, but ask permission first.



DIG DEEPER

Follow up with questions that get to the core of it: How did that make you feel? Why do you think that happened? Can you think of what motivated you to make that choice?



SYNTHESIZE LEARNINGS

Reflect when your thoughts are fresh. We encourage you to post your early thinking to collect quick insights from the community



SUCCEED IN STORYTELLING

Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way.



SHARE YOUR INSIGHTS ON OPENIDEO

Organize your notes, upload pictures, capture insights and upload to the challenge. Link your entry to the mission that inspired your interview.

Notes and Learnings

Feel free to use this space to capture insights, quotes and whatever might inspire the community to create new solutions. Drawings and sketches, even simple ones, are also great tools for visualizing your thoughts for the community. Then, share your insights on openideo.com!

TOP THREE LEARNINGS

1.

2.

3.

MEMORABLE QUOTES:

NOTES & DRAWINGS

Name:

Date:

Topic: