

Interview Toolkit



60 MINUTES



2 PEOPLE

By leading with empathy, we can deeply connect with others and uncover insights that help us collectively reimagine the end-of-life experience.

Conducting the Interview



FIND A PARTNER

Identify another person to interview. Introduce yourself and thank them for participating.



BE EMPATHETIC

Ask for permission before taking photos or recording audio. Since this is a sensitive topic, it's important to be empathetic during the interview.



START THE CONVERSATION

Take at least 30 minutes for the interview. Start by learning more about your partner before easing into the prompt: "I'd be honored if you would share a personal story about an end-of-life experience that's impacted you or a loved one."



DIG DEEPER

Follow up with thoughtful questions: How did that make you feel? Why do you think that happened? How did it impact your life?

After the Interview



SYNTHESIZE LEARNINGS

Reflect upon and organize the responses you've collected on the next page.



STORYTELLING

Write a compelling story about the end-of-life experience shared with you. Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way. Take it a step further and be visual by accompanying your story with sketches, photographs or videos.



SHARE ON OPENIDEO

Compile your story and visuals together and upload it to the End of Life Challenge at www.openideo.com in the *Inspirations* phase.

Synthesis Toolkit

Use this toolkit (or a separate piece of paper) to capture insights, quotations and whatever else might inspire the community to create new solutions around reimagining the end-of-life experience for ourselves and our loved ones. Drawings and sketches are also great tools for helping the community understand your learnings. We encourage you to share your insights on openideo.com!

Important Insights

1.

2.

3.

Memorable Quotes

Background Information

Name:

Gender:

Age:

Occupation:

Location:

Draw Your Partner

Storytelling Toolkit

Submitting Your Stories to OpenIDEO

Log into openideo.com and submit a contribution to the End-of-Life Challenge's *Inspiration* phase. You can use this workspace to format your partner's story to our global community. These stories will help us get a global perspective on the Challenge and help us ideate better solutions for the topic. Use the "Save" function often and, when you're ready to share your story with the world, click "Publish" to go live.

Storytelling Mindsets



BE VISUAL

During the entire storytelling process, we encourage you to "be visual" and include photos, videos, sketches or drawings that might elevate your partner's story.



BE PERSONAL

The best stories require vulnerability. There needs to be shared trust and a willingness for everyone involved to be open to get the most out of this activity.



BE SPECIFIC

Ask your partner to describe their emotions or illustrate the environment of their story. Specificity resonates with most audiences and will foster engaged conversations on OpenIDEO.



BE CURIOUS

Get a clear understanding of your partner's life story. Ask questions that help you dig deeper. If you hear something unique, ask them more about it. Be sensitive throughout this process.