INTERVIWING & TRANSCRIBING RULES

#1

You should **listen** to the audio file of the interview and **transcribe it** to post-its at the same time. Furthermore, you should **print out the photos** and add them on the same board of the post-its.

#2

Most important rule: **One post-it per quote / observation -** every post-it is a data point

#3

You should **focus on** transcribing the **most important key statements** relevant to your design challenge. Stick to your guts! If you are with doubts about relevance, transcribe it anyway **-** you can discard it anytime you want.

#4

Especially **focus on transcribing real, authentic statements** which describe a certain behaviour or a personal attitude such as "At the end of the year, I always take a look at the insurance documents"

#5

You should **note statements that express wishes, hopes and goals** as well as **insecurities** of the interviewee

#6

Pay **attention to statements that describe a personal attitude / preference** such as "I don't trust insurance companies!".

#7

You should always **number the post-its and note the initials** of the interviewee on the Post It e.g "DM" for Dave Muller.

#8

The picture of the interviewee and profile data should be at the same board as the post-its. All the **content should be organized in a chronological order.**

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