**S.01 // STORYTELLING**

**//What?**

In “Storytelling” you tell your teammates what you’ve learned throughout the (user-) interviews.

**//Why?**

After needfinding, you should share the findings of your interviews and observations with your team members . The aim is of this activity is to get everybody on the same level of knowledge; in other words, each team member should be able to “relive” the interview situation and put themselves in the interviewees’ shoes.

**//Roles**

* **Moderator** or **coach** is recommended to keep the session efficient.
* **Storyteller:** Everybody who has conducted an interview slips into the role of the storyteller once.

**//Tools / Infrastructure**

* Interview Documentation
* Pens and Post-Its

**//Process**

1. **Preparation:**

**1.1 Transfer:** Transfer the notes from your interview on Post-Its (One Statement / Observation per Post-It)

**1.2 Don’t rephrase:** Strictly use the wording of the interviewee (quotes are more powerful that your interpretation at this point)

**1.3 Visualize:** Stick the Post-Its on a board together with your photos

1. **Storytelling:**

**2.1 Storytelling:** The storyteller recounts the interview while putting the Post-its in chronological order

**2.2 Active Listening:** The team members who listen to the story of the interview note their thoughts and reflections on Post-its without interrupting the storyteller. While listening, especially focus on the most surprising findings! What moved the people? What was the context? Which needs underlie their statements?

1. **Discussion:**

**3.1 Collect thoughts:** After the storyteller has finished, the other team members share their thoughts and reflections and put them on the board

**3.2 Discussion:** Discuss the findings of the interview with your whole team. In the end everybody should have a comprehensive understanding of the results of all the interviews that were conducted.

1. **Repeat:**

Repeat the previous three steps for every interview you have conducted