Please sit with your team + studio

Accepting offers

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Accepting offers

Objective

Tell a story in 15 seconds, using 3 back and forth sentences

Within 3 sentences, you should show the context:
- who (and the relationship)
- what (the topic concerning you)
- where (your location, environment)
- etc.

Your turn

Form pairs!

0:15
**Needfinding Exercise**

**Tips for effective user research**

1. Build rapport
2. Awkward silences are great
3. Embrace the user’s perspective
4. Listen more, talk less
5. Minimize leading questions
6. Stories are great
7. Steer the focus

**Your turn**

Interviewer  Note Taker  X 2  User

**Interviewers**

You are concerned with how young people use social media. Interview the subject to gauge his/her current perspective (experience, struggles, likes/dislikes...)

**Feedback**

What worked and what didn’t work?