



Interviewee abbreviation:
Key phrase:

Date:
Venue:

General questions

Positioning on the topic

Experiential questions

Positive, negative and surprising experiences

Follow-up questions

Conscious/unconscious attitudes, developments, contradictions

Desired questions

Wishes, goals, visions

What did we expect?

Our assumptions

What did we find out?

Note down in quotes

What did we observe?

Draw a line to indicate how the interview progressed, e.g. openness upwards and reticence downwards
Add a brief description



What surprised us or was contradictory?

Our *wow* moments
Include impressions of the physical setting (person, space, surroundings)

What can we learn or conclude from this?

Our *aha* moments
Include impressions of the physical setting (person, space, surroundings)
