**INTERVIEW INSIGHT CAPTURE SHEET**

1. Tailor this capture sheet to the questions you ask in your interview/s.
2. Aim for one lead interviewer asking questions and one person making notes in this template.
3. Use one sheet per person to help you gather consistent data.
4. Make sure interviewer and note keeper plan in advance and have time after the interview to talk through what was heard.
5. Gather all your insight from each interview into one sheet for sense-making and synthesis of results.

**BEFORE THE INTERVIEW**

NAME:

DATE:

GROUP:

COMMENTS:

**DURING THE INTERVIEW**

Quotes

*2 x best quotes*

Points to remember

1.

2.

3.

**IN THE 15 MINUTES AFTER**

**Key insights**

5 x key insights. But don’t stop at 5!

|  |  |  |
| --- | --- | --- |
| Insight in one sentence  | Why is it important?  | Notes, links, etc. |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |

What are the key **BARRIERS** identified in the interview?

What are the key **ENABLERS** identified in the interview?

What are the key **OPPORTUNITIES** identified in the interview?

**3 areas we need to explore more**

What have we heard in this interview that we don’t know enough about yet, and should chase up?

**Anything else?**