

# DISCUSSION GUIDE

Team:

Topic

Introductory Question

Depth Questions

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## Introductory Question Examples

### Discovery questions

Tell me about...? Why do you...? Can you describe...?

### Understanding user tasks

Walk me through the steps...? Describe how you would...?

### Exploring pain points

How does this impact you? What is most frustrating about...?

### Opinions, attitudes, and behaviours

What do you think about...? What do you like/dislike about...?

### Past experience and expectations for future

How do you think ... will help you? Describe your ideal ...?

## Depth Question Examples

### Digging further

You mentioned ... Why? How come?

### Asking for clarification

What did you mean by...?

### Bouncing back

You mentioned...? Give me an example...?

### Rephrasing and interpreting

So you are saying that...? Did I understand correctly that...?

### One last note

Would you like to add...? Any questions?

#### How to use this tool:

Use this framework to conduct interviews of your defined target audience. This tool is best used with:

**Journey Map - Empathy Map - Persona**