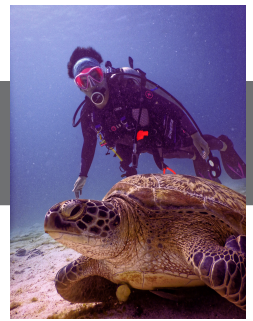


Playbook – Immersive Exploration



When?

Use this approach when you have a **broad question** to explore –like the needs of mothers managing toddlers, or how to improve the nutritional status of the elderly or how to boil the ocean...

What?

We teach YOUR team to become explorers, **conducting interviews** with those whom you need to study. They develop **empathy and understanding** that will impact your business for years to come.

How?

- Form a Team of 5-12
- Takes 3-5 Months
- Approximately 20 interviews
- 3 sessions of 2-3 days each

What you
Get

- A detailed poster of voices & insights
- Empathy Maps for key demographic groups
- Detailed customer and product requirements
- At least 6 new concepts
- Traceability from customer voice to features
- A well-informed empathetic team



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