

Project A debrief: participant: _____ **researchers:** _____

HOME AND HOUSEHOLD -- interpret

Describe the house and yard. What impression did you get of the people who reside there?

Describe the household occupants - what do they do? What are they all about?

What were the three words they used to describe the personality of their household? Did you find evidence to support or add depth to your understanding of this?

VEHICLE HISTORY AND PROCESS -- describe

What are their vehicles?

How do they feel about buying cars?

How do they define the steps of the process of buying a vehicle?

Which steps of the process are most important to them? Were there pain points along the way?

What were some key or surprising points to you about their vehicle-purchase story?

CONCEPT -- report

Concept reactions

What about your concept would you redesign or refine specifically for this person?

What would you ask, or ask differently in your next interview? Do you have advice for the team?