# For Thursday:
# Coding the interview transcript

- Highlight statements ("voices") that identify

  - Issues

  - Needs

  - Problems

  - Concerns

  - Images

  - Solutions

- Copy each voice on a Post It  in block letters
- In a corner, code each Post It for Transcript and page

# Ideally each interview is read & coded 2 times

|  | Team member 1 | Team member 2 | Team member 3 |
|---|---|---|---|
| Customer 1 | x | x |  |
| Customer 2 |  | x | x |
| Customer 3 | x |  | x |
| Customer 4 | x | x |  |

# Thusday's in-class scrubbing exercise

## Arrive with...

- Packets of Post-It Notes, with customer voices

- Interview transcripts (for reference)

("voice" = "direct quote")

## Leave with:

- 20-30 scrubbed statements (customer requirements)

- Deeper group understanding of the customer's thought world