

TOTAL TIME

30-45 minutes

MATERIALS

pen, paper

TEAM SIZE

one on one

Great insights start with great people. Let's deepen our understanding of the challenge landscape by gathering diverse perspectives on the topic.

Interview Tips & Tricks



CONSIDER FORMING A TEAM

If interviewing more than one person, grab a friend and divide up roles, like note-taker or someone to take pictures.



PACK A FIELD KIT

Bring a notebook and pen to capture your notes and sketches. Aim for direct quotes wherever possible. Voice recorders are great, but always ask permission first.



SUCCEED IN STORYTELLING

Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way.



DIG DEEPER

Follow up with questions: How did that make you feel? Why do you think that happened? What motivated you to make that choice?



SHARE YOUR INSIGHTS ON OPENIDEO

Organize your notes, upload pictures, capture insights and upload to the challenge. Link your entry to the mission that inspired your interview.

Sample Questions

- // What does a healthy life mean to you?
- // Have you ever been inspired to lead a healthier lifestyle?
- // What people, institutions, technology, or resources have been most helpful to you in leading a healthier lifestyle?
- // What resources for leading a healthy life do you wish you'd had?
- // Have you ever helped others lead healthier lifestyles? What did you do?
- // Do you know of individuals, organizations, or communities that are addressing healthy living in interesting ways?
- // Do you have experience encouraging healthy living within a specific socioeconomic or multicultural group? What was challenging and/or successful about it? Why?
- // How do you think we might engage the Hispanic American population in leading healthier lives? Why?

Notes and Learnings

Feel free to use this space to capture insights, quotes and whatever might inspire the community to create new solutions. Drawings and sketches, even simple ones, are also great tools for visualizing your thoughts for the community. Then, share your insights on openideo.com!

TOP THREE LEARNINGS

1.

2.

3.

MEMORABLE QUOTES:

NOTES & DRAWINGS

Name:

Date:

Topic: