Conduct an interview and take notes on what they say, including important quotes. Also try to document keywords and what you observe in their body language. If possible, record your questions as well.

How?
- Encourage Stories
- Ask Why? Ask multiple times dig deeper
- Avoid leading to the answer (be Neutral)
- Ask open-ended questions
- Document as much as you can
- What do they spend the most time on?

Possible Questions:

Synthesis:
Following the interviews, pull out the key information
- What are some of the insights or themes that came up through the interview?
- What can you distill from the conversation that you might want to keep in mind going forward?