

## **Empathize: KMU-Facilitator Guide & Interview Quick Tips**

### **Part A: Facilitator Tips – Phase 1 (Empathize)**

- Goal: Understand users, their needs, and their context
- Duration: approx. 1–3 hours
- Team roles: 1 interviewer, 1 note-taker, 1 observer

KMU Tip:

- Interview existing customers or internal users
- Use simple means: phone, walk & talk, or video call
- Observe with an open mind – don't look for solutions yet!

### **Part B: Interview Quick Guide**

Before the interview:

- Write down 3 goals (What do I really want to learn?)
- Prepare open questions (e.g., 'What's difficult about...?')

During the interview:

- Listen without judging
- Ask for clarification: 'What do you mean by...?'
- Allow silence – don't rush

After the interview:

- Reflect immediately as a team: 'What surprised us most?'
- Cluster insights using Post-its: What does this say about needs?

Prepared for internal use by SME innovation teams – no external facilitation required.