

One conversation about value

Person and role: _____ Date: _____

Situation or task: _____

What is the person trying to accomplish?

What keeps getting in the way?

What workaround have they created?

What becomes possible or easier?

Why does that change matter?

What technology enables the change?

What makes the claim credible?

Separate what you heard from what you inferred. Record the evidence still needed and the next person to interview.

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