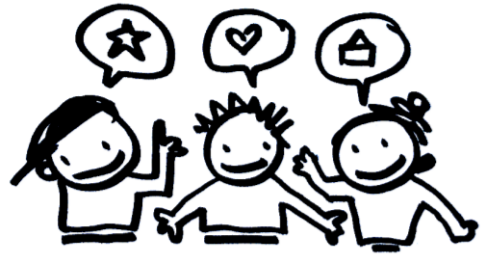


PRECONDITIONS

What are the team's expectations of the customer survey? What's your starting point? What's interesting for you?



RESEARCH

What categories, keywords, products and ideas will you be researching?



INTERVIEW

Who can you interview? What's the context of the person (expert, extreme or mainstream)? Create an interview guide for each person:

GUIDED TOUR

Where can you observe what? What preparation do you need?

