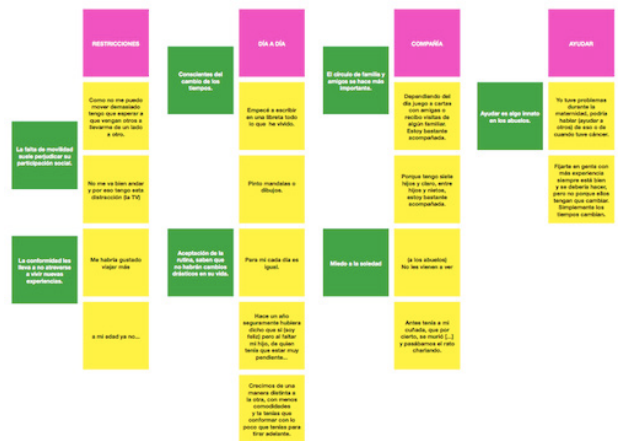
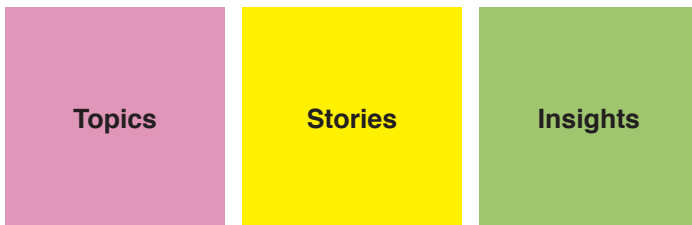


# Interviews analysis// You need to extract and cluster information from the interviews to later pose your research questions.

## Clustering

1. **Transcribe** and **summarise** the interviews. Listen to them many times.
2. Write the title of the **main topics** extracted in **purple post-its**.
3. Write **extracted keywords** and **key sentences** in **yellow post-its**. There are relevant bits of interviews.
4. Write **insights** in **green post-its**. Insights are the hidden information that you found and possible solutions.



## HMW How might we?

1. Use the **insights/problems** that came out from your analysis.
2. Transform these insights into questions. **HMW questions** frame the problem(s) for ideation.

<b>Problem</b>	Users aren't aware of the full product offerings.
<b>HMW</b>	How might we increase awareness of the full product offerings?

