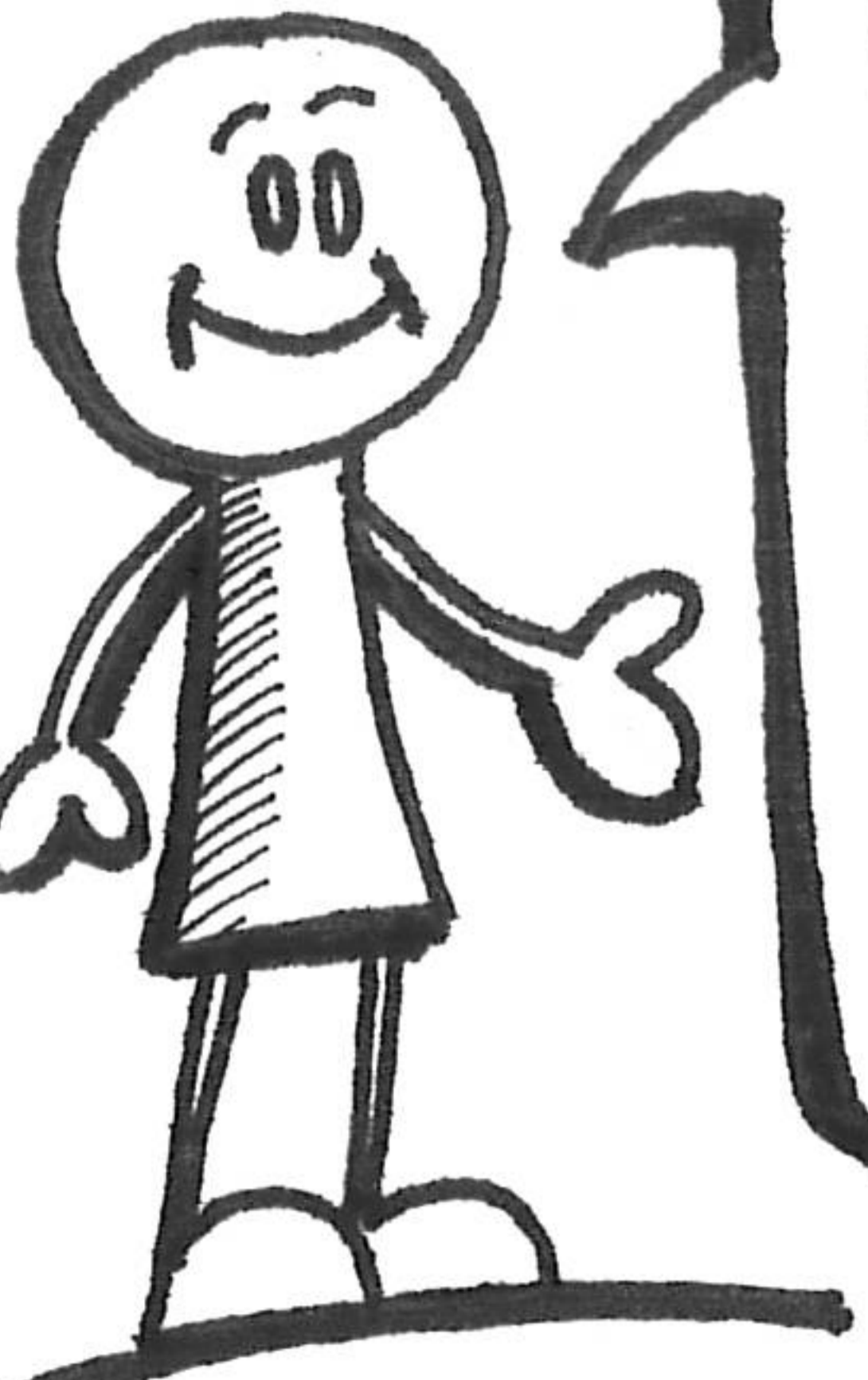
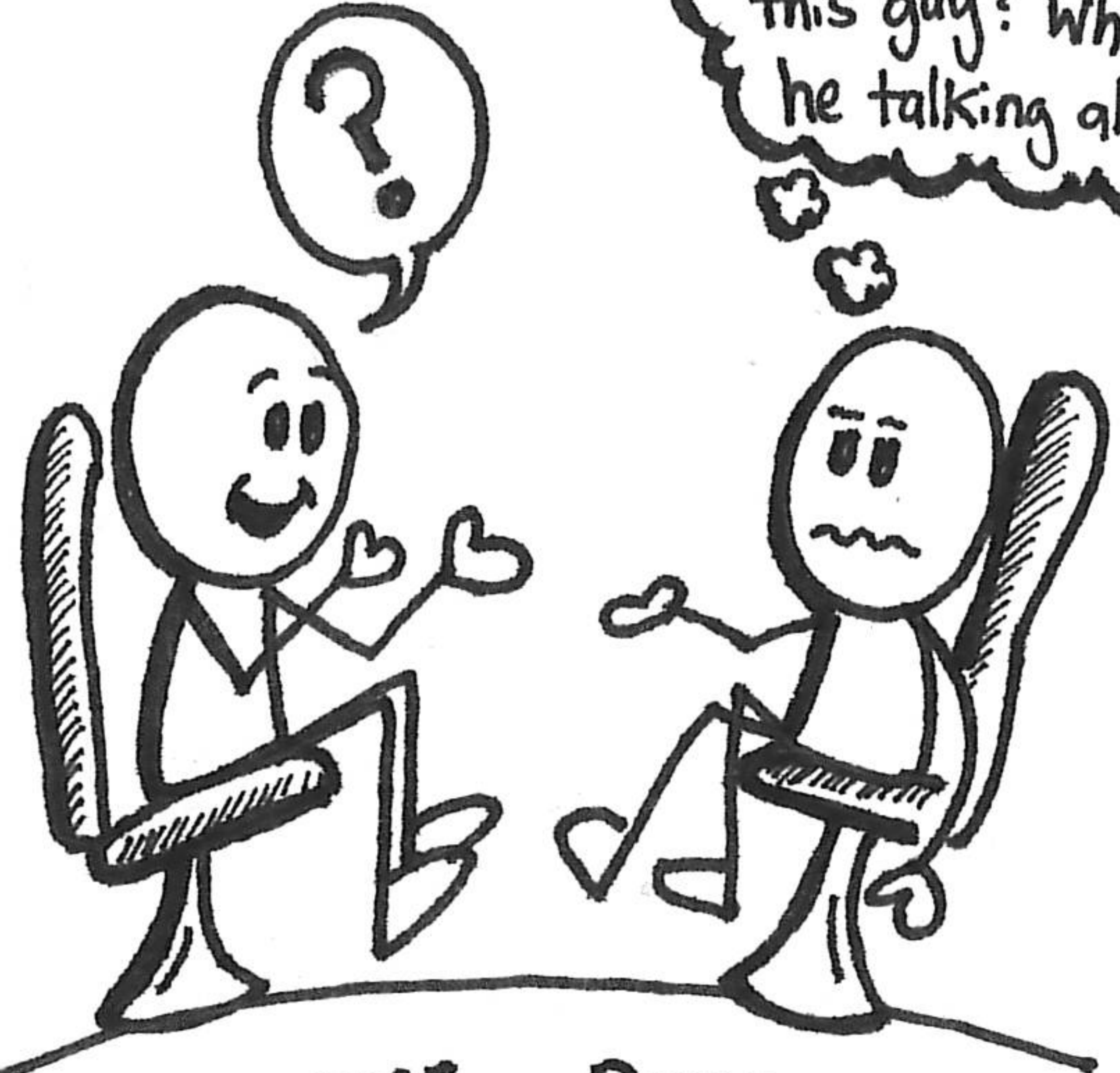


DUAL UX RESEARCH



Where am I? Who is this guy? What is he talking about?



ONE ON ONE RESEARCH IS NOT NATURAL (no matter how hard we try) to make it!



INTERVIEWING PEOPLE WHO HAVE EXISTING RELATIONSHIPS GENERATES NATURAL & MEANINGFUL CONVOs
o MARRIED o COLLEAGUES o FAMILY

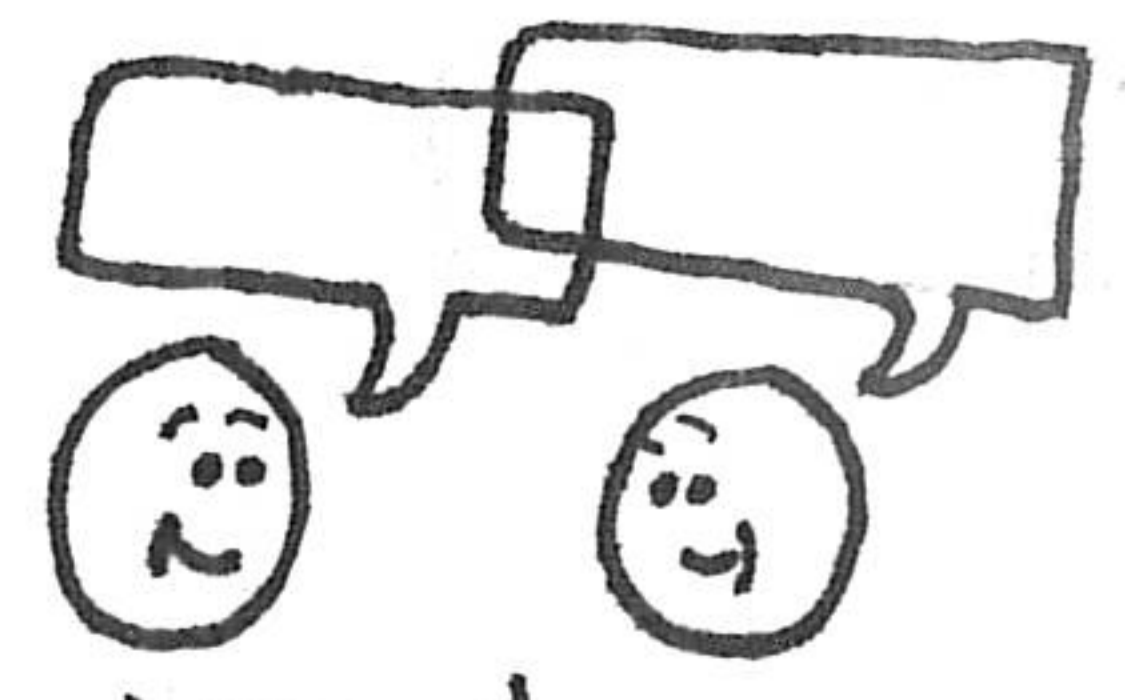
IT'S EASY TO SETUP...



Give yourself an extra 20 mins



Make sure there's an EXTRA CHAIR



ASK them to explain Propositions to each other.



NATURAL CONVERSATIONS = DEEPER INSIGHTS