



Story Share and Capture

A story share-and-capture session is usually undertaken after ethnographic research—i.e., using design thinking methods such as “conducting interviews with empathy”, “building empathy with analogies”, and asking the “5 why’s.” It allows the team to be on the same page when it comes to progress in understanding users. It also allows for discussions about the stories that each person has seen and heard, which enables the team to dig deeper into the meanings behind observations.

- 1** Take a moment to unpack your observations and stories you have collected.
- 2** One by one, each team member shares their observations they made in the field in the form of stories and notes on what they observed.
- 3** While a team member is sharing their stories, the rest of the team will note down interesting insights, headlines or quotes. Put each insight, headline or quote into a post-it.
- 4** By the end of the sharing session, you would have a wall or board filled with post-it notes. This helps your team understand what is going on with your users, and can kick start an ideation or space saturate and group session.