

Name: _____

Problem Funneling Survey

Directions: Interview at least 3 people to gather information about the problems they experience in their everyday lives. Make sure the people you interview represent a range of ages, occupations, genders, etc. in order to obtain a varied perspective. Ask any follow-up questions needed to gain a complete understanding of the person's problem.

Interviewee: _____

1. What is one item/product that you own that does not work as well as you would like?

Follow-up: Why doesn't it work that well? What do you wish were different?

Follow-up: Why do you think that item/product has that problem? What do you think causes it?

Additional Follow-up (if needed): _____?

2. What is one everyday task that you wish was easier?

Follow-up: What about this task makes it difficult?

Follow-up: Finish this sentence: This task would be so much better if ___?

Additional Follow-up (if needed): _____?

3. Think of a place where people go in their everyday lives: _____

Follow-up: What is a problem or frustration often experienced in that place?

Follow-up: _____?

Additional Follow-up (if needed): _____?

4. Name one hobby/activity that you participate in: _____

Follow-up: What is a problem or frustration you often experience with that hobby/activity?

Follow-up: _____?

Additional Follow-up (if needed): _____?