Observed an interview with a participant from the US	**I learned this** _____ **from an interview**	**3+ participants experienced this** _____ **using the prototype**	**Favorite quote from a participant:** _____	**This observation** _____ **is similar to what I learned in the past about** _____
How might we _____ **?**	**2+ participants experienced this** _____ **using the prototype**	**Observed an interview with a participant from Europe**	**I learned this** _____ **from an interview**	**How might we** _____ **?**
Note-taker for an interview	**Favorite quote from a participant:** _____	**Note-taker for an interview**	**4+ participants experienced** _____ **using the prototype**	**I brainstormed this potential solution** _____ **to a customer problem**
2+ participants experienced this _____ **using the prototype**	**Note-taker for an interview**	**I learned this** _____ **from an interview**	**I brainstormed this potential solution** _____ **to a customer problem**	**I learned this** _____ **from an interview**
I brainstormed this potential solution _____ **to a customer problem**	**Observed an interview with a participant from Europe**	**I talked to this person** _____ **about this observation** _____ **from the study**	**This observation** _____ **is similar to what I learned in the past about** _____	**3+ participants experienced this** _____ **using the prototype**

Observed an interview with a participant from the US	I learned this _____ from an interview	3+ participants experienced this _____ using the prototype	Favorite quote from a participant: _____	This observation _____ is similar to what I learned in the past about _____
How might we _____?	5 participants understood what icon to tap on their first try in the prototype	Observed an interview with a participant from Europe	I learned couples need help coordinating their schedules from an interview	How might we help users grocery shop for all the recipes they're interested in cooking during the week?
Note-taker for an interview	Favorite quote from a participant: "This app is as sweet as mama's home cooking"	Note-taker for an interview	4+ participants experienced _____ using the prototype	I brainstormed this potential solution _____ to this customer problem _____
2+ participants experienced this _____ using the prototype	Note-taker for an interview	I learned this _____ from an interview	I brainstormed this potential solution _____ to a customer problem	I learned this _____ from an interview
I brainstormed providing recipe recommendations from friends to help users get over the hurdle of cooking their first meal	Observed an interview with a participant from Europe	I talked to Lucy in Marketing about what motivates users to try new foods from the study	This observation about users making popsicles with exotic fruits is similar to what I learned from analytics data that exotic fruit searches increase in July	3+ participants experienced this _____ using the prototype