

PHASE 1 | EMPATHIZE

User Interview Notes

Interviewee: Bilal, 22, final-year engineering student

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

"In pairs: one person interviews, one person takes notes. Ask "Tell me about the last time you..." and follow every answer with "Why?". Write down exact quotes. You have eight minutes, then swap roles."

INTERVIEW NOTES

Question asked	What they said	Insight
<i>Tell me about the last time you ordered food on campus.</i>	<i>"I ordered at 1 pm and it showed up at 2:10. I had to skip my next class."</i>	<i>A late order has a real academic cost, not just hunger.</i>
<i>Why did you pick that app?</i>	<i>"It was 100 rupees cheaper, but I'm not sure it was worth it."</i>	<i>Price wins at checkout, trust is lost afterwards.</i>
<i>What did you do while you waited?</i>	<i>"I kept calling the rider. He never picked up."</i>	<i>No in-app way to contact the rider causes stress.</i>
<i>What would have made it better?</i>	<i>"Just tell me honestly how long it will take."</i>	<i>Honest estimates matter more than fast ones.</i>

BIGGEST SURPRISE

He did not care about speed as much as I expected. He cared about being told the truth about the wait.