

Note-Taking Matrix

TIPS: Write short, clear notes. Use quotation marks to capture specific quotes from the interviewee. Stick to facts from actual events described in the interview.

Quote (verbatim)		Need or Pain	How Often?	Impact (who/how)	Rule or Limit (constraint)	Opportunity or Idea
Job Stories “When (situation), I want to (motivation), so I can (outcome).”			Connected User Stories “As a (who), I want (what), so that (why).”		Acceptance Criteria “Given (context or pre-condition), when (some action is carried out), then (observable outcome).”	
A						
B						
C						