Product: ....
Interwiewee: ....

JTBD interview's notes
ux.red-gate.com

First Thought *(what, when?)*

Event #2 *(what, when?)*

Finished (or 'experienced')

Happy

Active looking

Passive looking

Deciding

Consuming

Satisfaction

Sad

Event #1 *(what, when?)*

Start here, and question to go back in time
Buying *(what, when?)*