



# Three user calls, one *question* each.

Pick three users who matter and ask each one specific question that would change a decision you are about to make. Not a survey. A real conversation. Take notes by hand.

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## 01 · THE EXERCISE

*Three users. One question each. Notes.*

PERSON 1

PERSON 2

PERSON 3

## 02 · AFTER ALL THREE

- What did all three say that you did not expect?
- What did one say that none of the others did, and is it worth following?
- Is the decision you were about to make still the same one?