# Interview Activity

## 1) Reflect

Reflect on your own holiday shopping experience.

**List two methods you use to optimize the process:**

 1)

 2)

**List two aspects you struggle with:**

 1)

 2)

## 2) Ask questions

Ask the following questions and look for take away ideas or insights. Focus on things like a problem to solve, a potential solution...some useful nugget.

**How do you organize your holiday shopping?** (note two insights)

1)

 2)

**Where do you find gift ideas?**

 1)

 2)

**How do you find the best deals? If you don't even try, how would you start trying?**

 1)

 2)

## 3) Answer questions

Answer the same questions above for the other participant

## 4) Reflect

Based on the ideas collected here, reduce this down to two fresh ideas that could contribute to the product:

 1)

 2)