

# WHAT TO ASK WHO

The art of interviewing and asking questions...one way to do interviews is to follow a flow (similar to idea development).  
A good way to plan your interview flow could look like this: START SPECIFIC - GO BROAD - PROBE DEEP.

## WHO?

## START SPECIFIC!

(Conversation starters, interesting yet simple questions)

## GO BROAD!

(Open up for stories, use conversation-like questions)

## PROBE DEEP!

(Investigate why, X5)

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