



Test subject identifier/abbreviation:

Date:

Key phrase or observation:

Venue:

A: What works?

What was fascinating?
What was most appreciated?
What generated resonance in terms of the idea?



C: What new ideas emerge?

Were there any suggestions for improvements?
What surprised us?
What would we like to try next?



B: Where do questions arise?

What was critically challenged?
What needs further investigation?
What made us curious?



D: What doesn't work?

What generated resistance?
What was rejected?
What was not understood in terms of the idea?