

The Exploration Card

Research name:	Duration:
Research lead:	Deadline:

STEP 1: ASSUMPTION / QUESTION

We want to explore / We assume

Focus on user needs, motivations, or context — not yet testing ideas.

STEP 2: APPROACH

To learn about this, we will

Describe your method — e.g. interviews, field visits, diary study.

STEP 3: EVIDENCE

We will capture (stories, quotes, behaviors, pains, needs, surprises...)

Encourage qualitative richness — what “evidence” looks like in this phase.

STEP 4: INSIGHT

We will know we found something useful if

For example: new user needs, unexpected motivations, recurring patterns.