

FICTIONAL EXAMPLE



Northstar Workshop

12 interviews. Four weeks. One improvement to test.

FICTIONAL EXAMPLE · THE DECISION



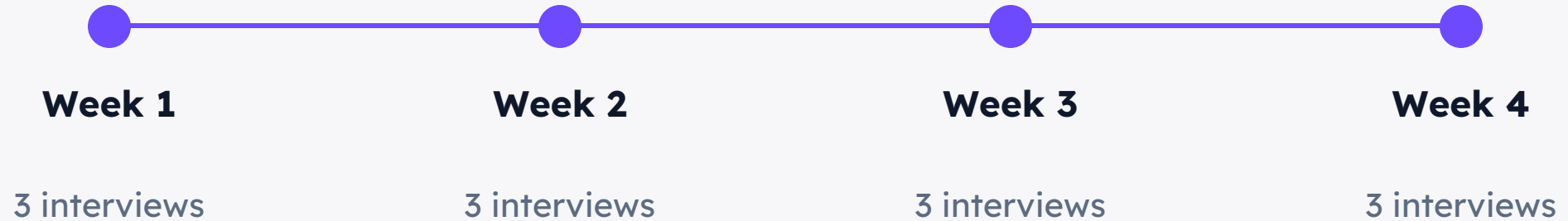
Learn why new users stop after the first session

Decide whether a focused four-week interview pilot is the right next step.

Fictional example

FICTIONAL EXAMPLE • THE PLAN

A steady cadence across four weeks



Turn conversations into one clear test

01

Summarize recurring problems

Group themes that appear across the interviews.

02

Choose one improvement to test

Select a focused change for the next learning cycle.