

# Linear Unpacking

Team:

## About this tool:

Linear unpacking is a structured approach for design teams to align on the stories, observations and real need statements collected and crafted while working as pairs.

This is also where the team transition from need statements to crafting insight statements.

1 User Who did you meet?	2 Observations What tensions, contradictions or surprises did you notice that stop them from achieving their goal?	3 Real need What is the user trying to do or achieve?	4 Insight What is causing these tensions, contradictions or surprises? What emotions motivate the user to behave this way?