

Research round: ____	Date: _____	Method: _____	Participants: ____
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Observation Log

#	Raw Quote / Observation	Theme	Frequency (1-5)	Severity	Insight

Affinity Clusters

Theme 1: _____ <i>Supporting quotes:</i> _____ _____ _____	Theme 2: _____ <i>Supporting quotes:</i> _____ _____ _____	Theme 3: _____ <i>Supporting quotes:</i> _____ _____ _____
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Top 3 Findings

- 1. _____
- 2. _____
- 3. _____

Recommended next actions: ■ _____ ■ _____ ■ _____
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