



Deep dive into your users' ecosystems by:



Shadowing them in their daily environments and experiencing their routine

OR



Observing specific places, interactions and activities

You'll need a great level of adaptability & awareness.

You'll learn much about the differences between what is said & what is done, power dynamics, emotional triggers and unreported interactions.

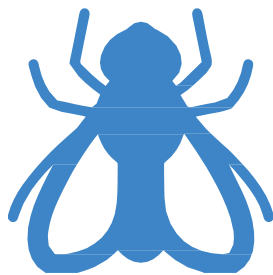


IMMERSION

Here are some examples of tools you can use for this method:.

Observation & Shadowing tools to help capture the subtle information

Fly on the wall



At times, minimizing your presence and the disturbance you create in the user's environment is a great way to get closer to a genuine situation. Be discrete and not invasive.

Your presence will likely still be noticed, but try to respectfully melt into the background and see, feel, learn with an active mind.

Spontaneous interviews



During immersions you can also decide to interact with the broader social network of the users. This is a great opportunity to meet, exchange & learn from people outside your targeted population.

Be bold and curious, explore new areas to gain a more comprehensive understanding of the user's experience.



4.1.1 | Practice

Observation guide

During your immersions, use this template to collect relevant data

Body Language

It often tells the truth about what people are really thinking or feeling and may contradict what they say.

Reactions and Responses

Observe people's instinctive reactions and responses to situations, objects, spaces, etc.

Signals

How do people convey messages to others through their actions?

Workarounds

People find interesting ways to work around problems when the goals are important to them, or to make something easier.

Totems

Items and artefacts that have significance to someone can give us clues about other areas of their life and their values.

Pauses

We pause when things are not clear or we don't know what to do next. They provide time to think, analyze, feel.

Information Use

Observe moments when people need or use information to guide them through a process or experience.



4.1.2 | Practice

| <p>How</p> <p><i>How are people carrying out their activities, meeting their needs and goals, interacting?</i></p> | <p>Why</p> <p><i>What can you infer as to why people are doing what they are doing? What makes you think that?</i></p> |
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Interviews



Learn from your users by engaging them in oriented conversations, either



Individually

(In-Depth Interview)

OR



In small groups

(Focus Group Discussions)

You'll need to lead the conversation but leave space for emerging areas of interest relevant to the user.

You'll learn about their experiences, motivations, attitudes, explicit & underlying needs, fears and aspirations.

You'll start understanding what people think, do and use.



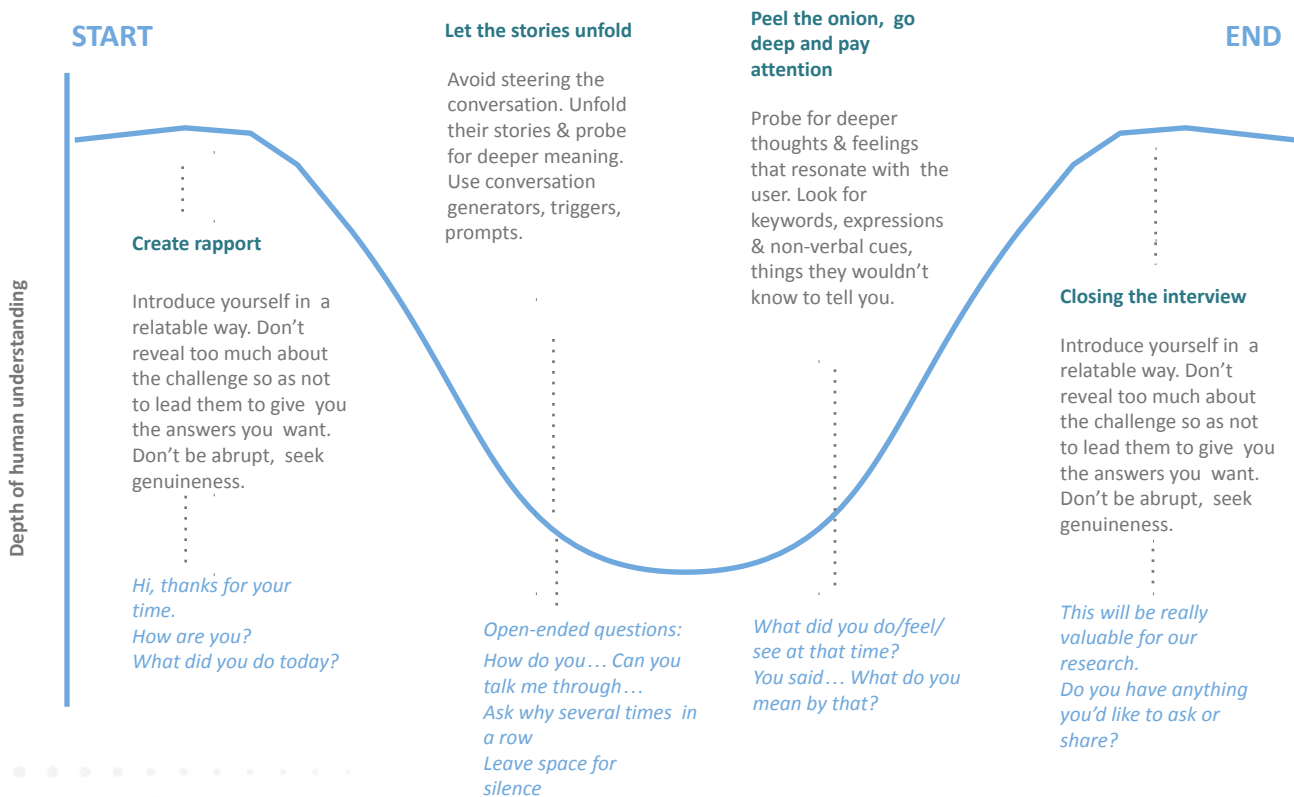
INTERVIEWS

Interviews

Interview guides and conversation planner to help structure the conversation

Prepare the types of questions you want to ask and order in which you might ask them during an interview or a focus group discussion. Remember to be open to surprises and don't strictly stick to a rigid framework.

Start broad, identifying specific areas of interest, and diving deeper into those as the situation arises.



INTERVIEWS

4.2.1 | Practice

Conversation planner

Before starting your interviews, use this template to structure them



1. Identify some topic areas

We're curious to learn more about...

We're curious to learn more about...

We're curious to learn more about...

We're curious to learn more about...

We're curious to learn more about...

We're curious to learn more about...



4.2.2 | Practice

Develop an interview guide

Having a guideline of the main topics that you will use during the interviews is important to get better quality information – don't be afraid to dig deeper!!

Write some sample questions in the space below. Remember to seek stories: "Tell us about a time when...?" or "What would we find surprising about...?"

And dig deeper to understand the underlying feelings, emotions, and motivators: "Why do you think that's important to you...?" or "Tell us more about that...?" or "What does that feel like...?"



Building a rapport and gaining context



Seeking stories



Digging deeper



Wrapping up

4.2.3 | Practice

Creating interview questions

During your interviews, use these prompts to reach empathetic listening



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| <p>Tell me about a time when... For example: Tell me about a recent time when you attended an event in your local community</p> | <p>Five Why's For example: Ask why in response to 5 consecutive answers</p> |
| <p>Show me For example: Ask participants to show you what they interact with</p> | <p>'Think aloud' Questions For example: Ask participants to not think about the question but simply speak aloud what the question makes them think about</p> |
| <p>Naive questions For example: Ask participants to explain very basic concepts or seemingly-ordinary experiences. Don't hesitate to sound like you don't know or understand.</p> | <p>'What if' Question Ask participants to imagine a situation by starting your question by "what if..."</p> |

Activities



Engage with your users by making them react and interact. Use activities at any step of the research to elicit conversations and go beyond the surface level.



You'll need to adapt your activity to the user group

You'll be able to prompt conversations about sensitive topics and capture the unsaid.



ACTIVITIES

Activities

Here are examples of tools you can use for this method.



Card Sorting

To uncover preferences & unstated knowledge



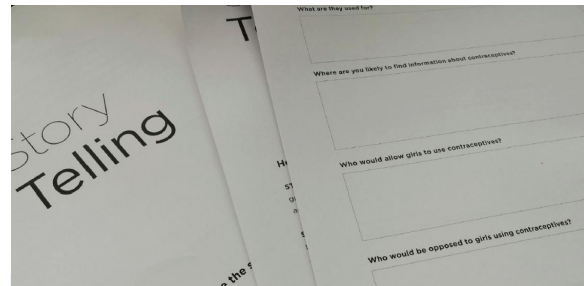
The participant is presented with a deck of cards (icons, photos or words) representing research-related concepts, and is asked to rank or sort them. The sorting is then used to prompt deeper conversations about the participant's interpretation of the concepts and the links between them.

This visual & interactive activity helps you uncover how the participants' knowledge is structured. You'll identify what is most valuable to different groups, which concepts make sense to them, and how important and relevance they are in their life.

- Choose your concepts, create your cards, decide on the sorting instructions.
- Capture the unsaid, trigger conversations that you might not have had in a simple interview.

Storytelling

To make hypothetical situations tangible



The researcher narrates simple stories related to the research question and invites the participants (usually in groups) to think deeply & personally about the issues raised. Questions and discussions are used to uncover their opinions, reactions & thoughts.

This activity gives the participants a tangible and relatable story to react to. It facilitates the creation of a safe space for listeners to share their own experiences & points of view and exchange opinions on how the stories fit their worldview.

- Make your stories relatable and intentional (what are you trying to probe for)?
- Notice what participants pick up and how they react

TAKE TIME TO CREATE USEFUL AND ENGAGING STORIES!



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| <p>How is this phase different from your usual work approach?</p> | |
| <p>What are your key take-aways from this phase?</p> | |
| <p>What did you find... EXCITING</p> | <p>CHALLENGING</p> |