

THE OBSERVATION GAME

Watch and record Liam drinking 3 times. Take notes, sketch, scribble etc. Collect as much information as possible!

What did you see?

What do you think?

OBSERVATION (NOUN)

- 1 - The action or process of observing something or someone carefully or in order to gain information.
- 2 - The ability to notice significant details.

WHY DO WE CARE?

Observational Research:

- ☐ Introduces the designer to the product/scenario
- ☐ How the product is used
- ☐ The setting the product is used
- ☐ Patterns of use
- ☐ Problems with product
- ☐ Positives with product
- ☐ Perceptions of product

WHY DO WE CARE?

IN ORDER TO:

- ☐ Develop curiosity
- ☐ Have "Ahaa" or "Light Bulb" moments
- ☐ Help meet the need of consumers / end users

**HOW DO WE
DO IT?**

WATCH PEOPLE!

- Look for the **Ordinary** and the **Obvious**.
- Take notes, make sketches / drawings.
Record the experience in anyway you can.
- Keep track of the details.
- Look at the whole activity.
- Think of **EMIC** & **ETIC**

METHODS OF OBSERVING:

EMIC & ETIC



2 WAYS TO DO OBSERVATIONAL RESEARCH

EMIC:

- Insider
- Likes to get involved
- Participates

EXTROVERT

ETIC:

- Observe from distance
- Unobtrusive / Quiet
- Does not participate

INTROVERT

STOP AND THINK.

1 - Which twin were you in the water drinking demo? **Emic** or **Etic**?

2 - Now think about how you would do the same water drinking observation exercise as the other twin.

What would you change?

MESSY NOTES!

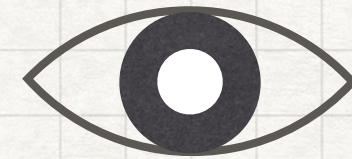
**HOW TO ORGANISE AND MAKE MEANING OF
YOUR OBSERVATIONS**

- To bring **order**, create meaning.
- Turn **data** into **information**.
- Hone in on **patterns** and **themes**, allow you to **link** patterns and themes together.

FIRST: REVIEW; THE BUCKET METHOD

Read / look at your notes and identify:

WHAT YOU **SAW**

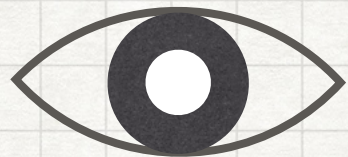


WHAT YOU **THOUGHT**



LETS COMPILE

WHAT YOU **SAW**

☐
☐
☐
☐
☐
☐

WHAT YOU **THOUGHT**

☐
☐
☐
☐
☐
☐

"AHAA" MOMENTS

SECOND: REVIEW;
TAKE NOTE OF ANY
“AHAA” MOMENTS

A realisation that you haven't had before;
A moment of "ahaa".

THIRD: FIND PATTERNS

Look at similar data and find **patterns** with the like data.

Look at how these **patterns** interact with other **patterns**.

CREATE A PROBLEM STATEMENT

A problem statement is a concise description of issues, problems & difficulties.

NOT THE SOLUTION

WHY?

SHARPENS THE FOCUS

FORMS A DIRECTION

ALOWS THE DESIGNER TO DESIGN NOT THE CLIENT

QUICK EXAMPLE;

***"3/3 TIMES (OR 100%) THE USER ATTEMPTS TO ACCESS
WATER FROM HIS BOTTLE, HE STRUGGLES."***

***HOW DO I DESIGN A PRODUCT, SOLUTION OR SYSTEM
THAT PROVIDES THE END USER QUICK AND EASY
ACCESS TO WATER IN THE OFFICE ENVIRONMENT."***

STOP AND THINK.

TAKE 5 **MINUTES** TO CREATE A MOCK PROBLEM STATEMENT
FOR THE WATER BOTTLE OBSERVATION.