

User Research - AEIOU Framework Data Collection Example

(1) Environment	
Time:	2:11 PM - 2:15
Place:	outside of Sieg Hall + Mary Gates Hall + the Hub - specifically grassy area south of Red walkway leading to MGH
(2) Users	
Pseudonym	Description
1) Greta (P1)	child, looks about 10 yrs old (elem school age), white skin, brown hair, wearing pants + t-shirt, female
2) Bob (P2)	child, looks same age (elem school), white skin, blonde hair, wearing pants + bright orange sneakers, + t-shirt
(3) Interactions + (4) Objects (circled)	(5) Activity Names
<p>Greta + Bob standing near the <u>light post</u> talking to each other - Bob leaning on the post while Greta leans back + forth while standing - they're laughing.</p> <p>Bob's hands are on the <u>post</u> + his eyes are closed + he's counting while Greta runs away. It looks like they're playing hide + seek.</p> <p>Greta runs behind <u>tree</u> - Bob opens eyes + immediately sees Greta + runs toward her. An adult calls them - they all leave/walk away.</p>	<p>- talking</p> <p>- leaning</p> <p>- laughing</p> <p>- playing hide + seek</p> <p>- adult call - leaving</p>

User Research - AEIOU Framework Data Collection Example

(1) Environment	
Time:	2:15 - 2:20
Place:	Same as last page.
(2) Users	
Pseudonym	Description
② Trevor (P3)	Long curly blackish brown hair, tall about 6', backwards hat, shorts, tank top. Looks to be about 25-30 years old. White skin but tannish. Beard. ^{appears} Male.
④ Betty (P4)	Didn't see her very much. Looked Mid 50's. short Black hair Asian.
(3) Interactions + (4) Objects (circled)	(5) Activity Names
<p>Trevor is using the <u>phone</u> (cell), talking - His <u>head phones</u> are in & he's saying "ok, ok, ok." He's walking in circles while he talks on the grass. He has the phone in his left hand. He now has it in his left palm while he looks at it. He taps <u>it</u> 3 times with his right finger and is walking forward, looking at the <u>screen</u>. (OC: Doesn't look like he's paying <u>any</u> attention to surroundings at all). Betty is walking toward him + he sharply turns left RIGHT into her. She yelps</p>	<ul style="list-style-type: none"> - talking on the phone with headphones - talking ^{on phone} while walking - talking on phone while tapping on screen - Not paying attention - Bumping into others