
Field Guide for Your Field Research

Week 8: August 26, 2024 | 7:30 - 17:30

User Research

Good user research is an essential part of understanding a problem/challenge and developing a good product or service that would help solve it. To help you and your team, on Monday, 26 August, I will meet you at/around Factory Phnom Penh where you can conduct user research as a team.

The team should be the PROJECT TEAM that you have started with Prof. Sengtha, or the team you formed in class with me. Come to Factory with your team. Please talk to me today if you are unsure which team you are with.

Once arrive at Factory (you can come when you can, and stay as long as your research is productive), find and meet with Akira. You will check in, then explain your plan as a team to Akira before starting your field research. At the end, you will come back to Akira to check out.

The purpose and activity of the field research you will conduct are three-folds:

1. Gather Observations around your challenge/project: Factory Phnom Penh (and the surrounding area) offers many elements of the larger "(eco)-system" of Phnom Penh and can be relevant to many of your challenges/proposed project areas. Observe:
 - a. WHO (potential users, people that are experiencing/contributing to the problem)
 - b. WHAT (surroundings, and activities/interactions happening within that space)
2. Talk to People who are relevant to your challenge/project: Ask specific questions about:
 - a. What they are doing
 - b. What they are feeling/observing
 - c. Note:
 - i. Try NOT to ask about their opinions. Help them Remember, not Think
 - ii. Be respectful. If they don't want to talk, move on and find someone else.
 - iii. Work in a pair (not the whole group, but also not alone, for safety reasons)
3. Reflect on what you gathered, and compare with your existing understanding (notes from your previous research, what you already know/think you know).

You will be presenting your research results and insights you gained in class during Week 10 (Sept 9/10). This will be graded as your Midterm exam.