



Empathize

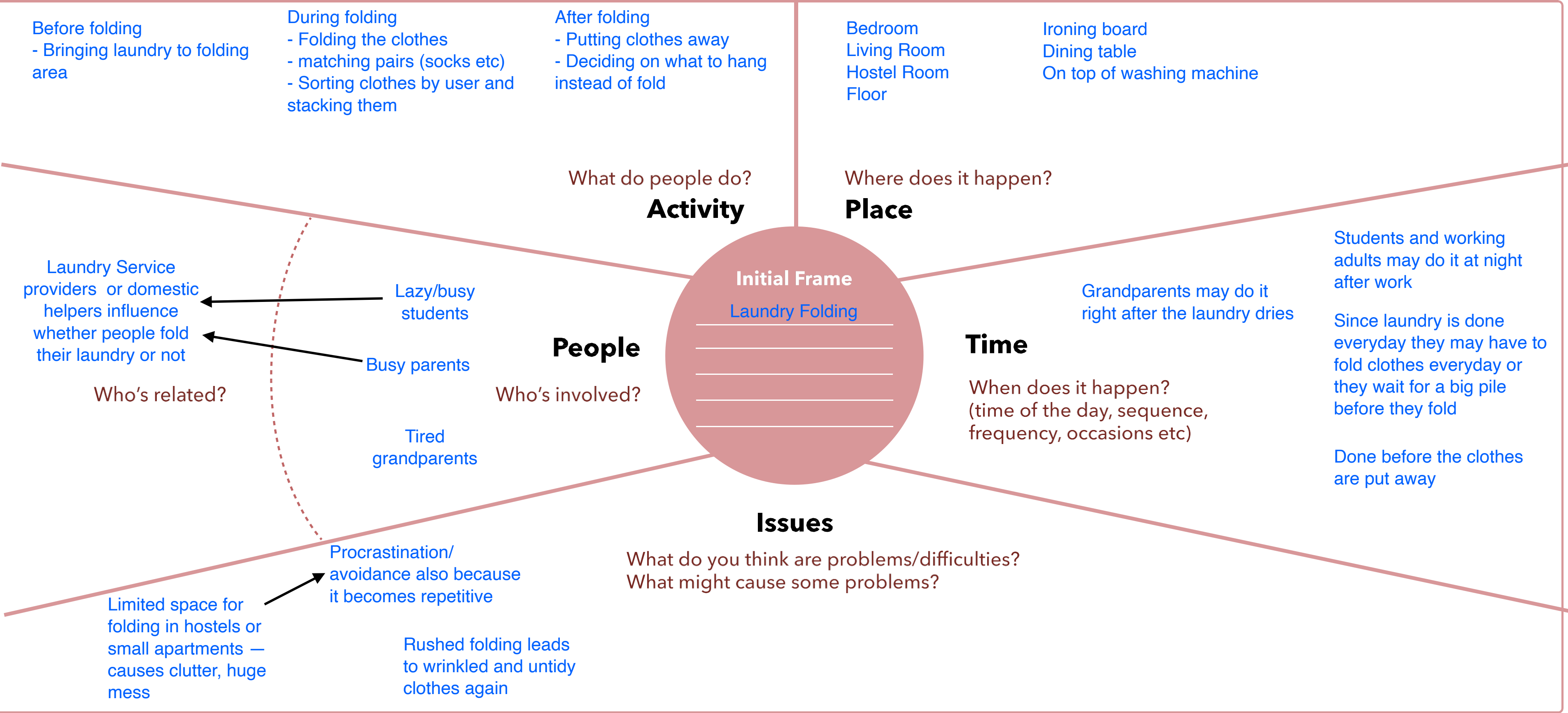
Supplementary Materials



This PDF contains several guides that were introduced in the ILA videos. The materials here serve as a guide to help you plan and conduct your field study. You are encouraged to use them, but you are not required to submit them in your ILA submission.

Context Mapping

A context map allows one to begin looking at the surrounding aspects of an initial situation they would like to understand better. Use this map to help you determine the context of your field study. If you are designing a gadget for sweeping, you may simply write “sweeping” in the circle as your initial starting frame. Then zoom out using the 5 headers to help you find out more about the ‘Who What Why When Where and How’.



5 Times Why

This is a technique to help you probe deeper to find out a user’s real motivation, or the root causes of problems. First, write down a problem you have observed in the first box. Then write down the first reason you can think of in the next box. Continue this 4 times and aim to go deeper with each ‘why’.

<div><div>The problem is ...</div><div>eg. The washing machine is not working.</div></div>	<div>Because ...</div>	<div>Because ...</div>	<div>Because ...</div>	<div>Because ...</div>	<div>Because ...</div>
	<div>Why?</div>	<div>Why?</div>	<div>Why?</div>	<div>Why?</div>	<div>Why?</div>

Interview Guide

Use this Interview Guide to help you structure your questions for your in-depth interview. You may also refer to the tips for in-depth interviews that were shared in the videos for guidance.

<div><div>Intro & Background</div><div>Introduce yourself and your project. Who are your interviewees? (age, job, roles, years of experiences etc)</div></div>	<div><div>Past Experiences & Process</div><div>Trigger their past memories and document the details: "Tell me the last time when you did... How did you do that?"</div></div>	<div><div>Motivations & Emotions</div><div>What are their intrinsic / extrinsic motivations? How do they feel? "Why do you ...? How do you feel when you ...?"</div></div>	<div><div>Preferences, Challenges, Desires</div><div>"What did you like/dislike about it? What are the difficulties faced? What did you do to try to overcome the difficulties? What is your wish for the future?"</div></div>
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Research Ethics Cards

It is always important to take note of ethical considerations when conducting a field study. Here are 10 Research Ethics Cards we have made. Read them carefully and always check if you are following each ethics principle.

RESEARCH ETHICS #1

I will obtain consent from my participants before conducting research with them.

This can be done either verbally or in writing. Informed consent means that my participants have a clear idea of what I am doing and what my research will be used for.

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RESEARCH ETHICS #2

I will be honest with my participants about my research study.

I will tell them truthfully what the research is for and how their information will be used, shared, and protected by me.

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RESEARCH ETHICS #3

I will keep my participant's personal information confidential.

This includes any information that can remotely identify a person such as photos of the person, demographic, occupation, home address, car license plate etc.

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RESEARCH ETHICS #4

I will be transparent about my data collection methods.

If I have to record any data (such as photo, video, audio recordings, eye-tracking data, browser history, etc.), I will get my participant's permission before doing so.

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RESEARCH ETHICS #5

I will treat my participants as people and collaborators, rather than subjects.

I will be respectful, thoughtful and kind. I will never make anyone feel forced or coerced into participating in my research.

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RESEARCH ETHICS #6

I will do my best to find out more about the cultural norms of my participants and be sensitive to them during my research.

Examples of cultural norms include religion, race, sexual orientation, abilities, age, etc.

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RESEARCH ETHICS #7

I will not put my participants at risk in my research study.

If possible risks of my research study outweigh the benefits, I will abandon or redesign the study.

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RESEARCH ETHICS #8

I will be respectful of my participant's time.

I will be punctual and not take up more time than requested. I will also be sensitive and not get in the way of my participant's job or daily life. My participants can also choose to stop the study at any time.

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RESEARCH ETHICS #9

I will represent my participants accurately.

I will be authentic and not distort their words or intentions to fit them into my research.

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RESEARCH ETHICS #10

I will adhere to all COVID-19 safe distancing rules when doing my research.

I will wear a mask, and keep a safe and respectful distance from my participants. I will abide by all Safe Management Measures (SMM) when conducting my research.

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