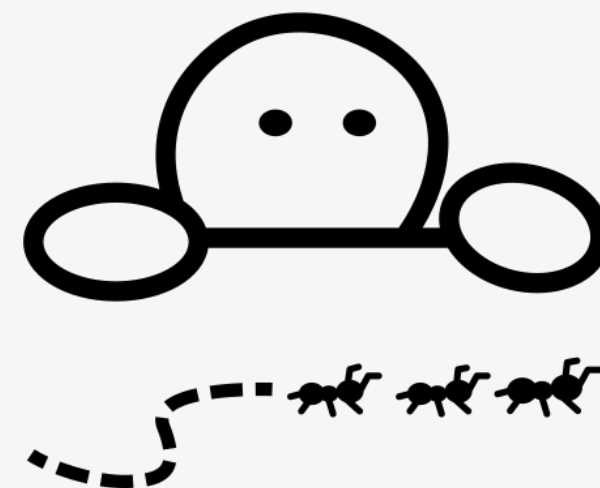




**CITY**  
ST GEORGE'S  
UNIVERSITY OF LONDON

# IN3065/INM355 UCSD

## Tutorial: **Direct Naturalistic Observation**



Dr Tracey Booth

# Observation activity (exercise)

## The brief, in brief

- The team behind the City Nav app have enlisted you to generate some **user insights to inform the next iteration of the app**.
- To help them come up with ideas for the next version of the app, **they want to understand how staff and students use various spaces around the University**.
- As part of your user research, you have decided to conduct **direct naturalistic observations** within these spaces.



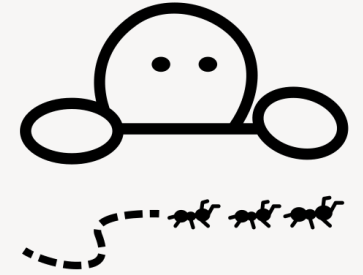
# Task 1: Prepare template for note taking



- Work in groups of 2-4 (work with those around you).
- Prepare a note taking **template** based on the observation frameworks discussed in the lecture.
- Remember to consider:
  - ?? Who
  - ?? What
  - ?? Why
  - ?? When
  - ?? Where
  - ?? How

You will conduct a **direct naturalistic observation**. You will not interview, photograph or video-record anyone; sketching is ok, if you feel it to be useful.

# Task 2: Conduct observations



1. Go to one or two of the spaces listed below\*.
2. **Observe** and **record** what people are doing there, using your observation notes template. (Do not interview anyone. Do not video or audio record, or take photos of people.)

- Café in Tait (C) building.
- Northampton Square reception / coffeeshop.
- College (A) building reception area.
- Library.
- Level 1 Drysdale (E) building, outside the careers service.
- Level ELG Drysdale (E) Building.
- Canteen at the end of the main walkway.

\*Don't waste time trying to choose the perfect space(s). Just pick somewhere from the list and conduct the observation.

# Task 3: Debrief



Report **findings** from your observation(s) to the [Session 2 tutorial forum](#) on Moodle, and **reflect** on the method.

- **Observer(s)**. Who was in your group?
- **Observation decisions**. E.g. What area(s) did you observe? What template did you create/use and why? What did you decide to look for and record? What did you decide to ignore? Did you divide the work?
- **Results**. Not a full report, just a few highlights, relevant to the brief.
- **Reflection**. How did you find this exercise and what will you take away from it, e.g. in terms of learning? Thoughts on the technique?

We'll start next week's session with a brief discussion of the exercise.

# Reflection prompts



- What were your **take-aways** from doing the tutorial exercise?
- Thoughts in general about the technique?
- Thoughts about **specific decisions** that you made (areas, template, focus, division of work etc.)
- Anything you found **challenging**?
- Anything you would do **differently** or be **mindful** of in future?
- Would you use it? Under what circumstances? How would you maximise its effectiveness?

# Questions?

