

Assignment 2:

1: Finding someone to observe

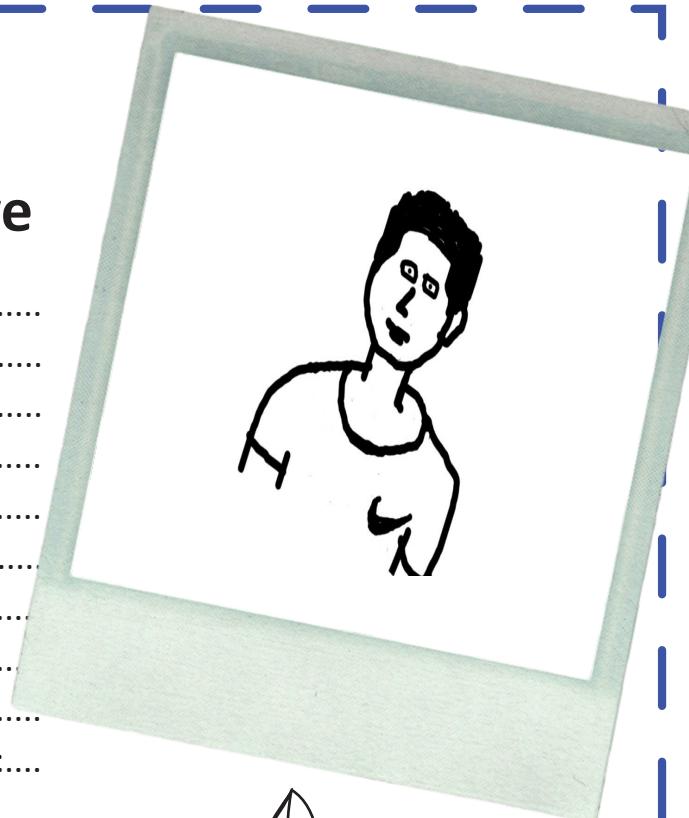
Age: 44

Male/Female: . . Male

Occupation: . . Shopkeeper

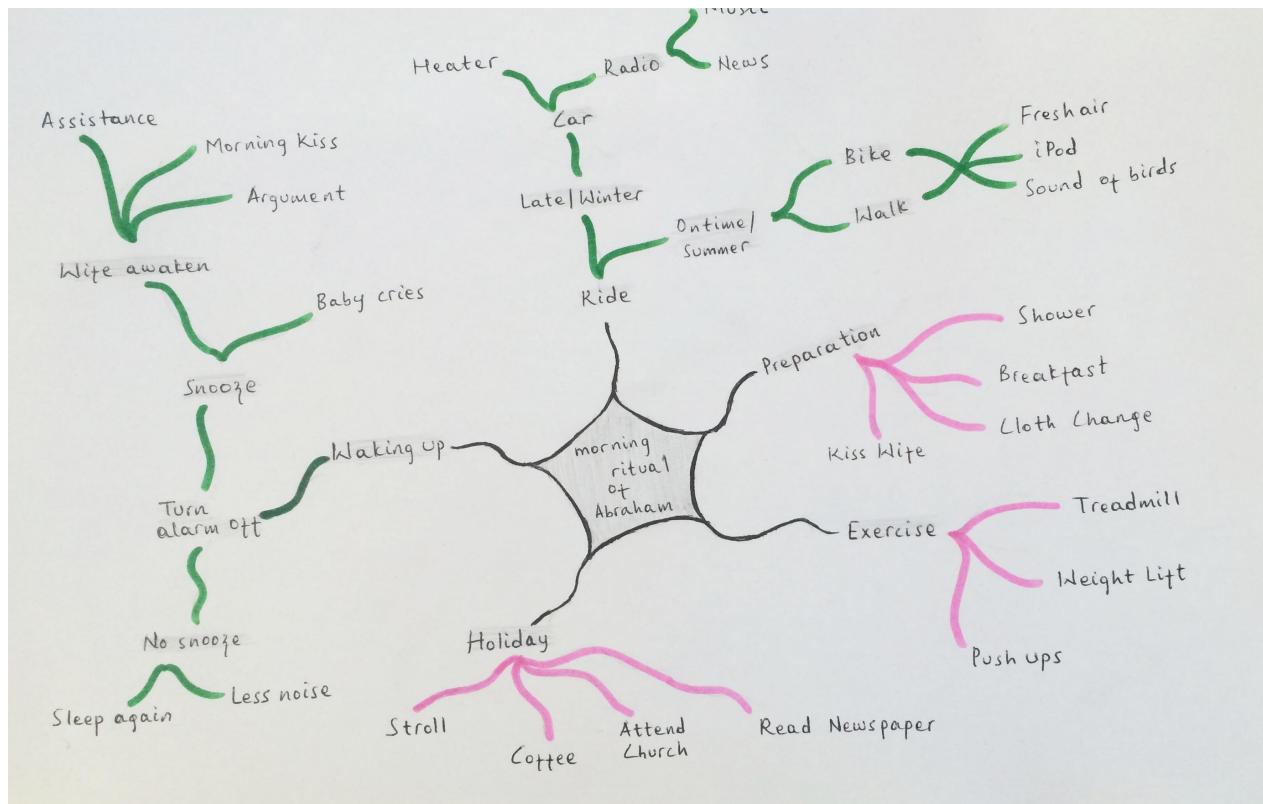
.....Additional information:

. A hardworking grocery shop owner. His shop
is open 6:30 a.m. to 10 p.m., Monday to
Saturday, and 8:00 a.m. to 1:00 p.m. on Sundays.



draw your
participant here

2: Mind mapping your participant's morning ritual



3: Checking your assumptions

Most certain:

- Goes to work
- Attends church
- Wakes up
- Turns alarm off
- Exercises
- Cloth change

Because:

Since he opens his grocery every morning, he should wake up, turn alarm off, and go to work. His body is athletic, so he might exercise in the mornings.

Least certain:

- Wife's ritual
- Type of exercise
- Transportation type
- Snooze
- Breakfast
- Music

Because:

He is married and has a toddler his ritual will depend on his family. His house is also near enough to allow him to walk.

4: Preparing for the meet up

Interview Guide

Topic:

1: Waking up.....

- Do you use the snooze button?

- Who is around?

- Anything you feel or hate during wake up?

2: Exercise.....

- Do you workout?

- For how long do you exercise, why?

- Why do you exercise?

3: Food.....

- What do you prefer to eat?

- What do you prefer to drink?

- Who prepares food?

4: Ride.....

- How do you get to work?

- What do you like/hate regarding your ride?

- Why so?

5: Miscellaneous.....

- What is your least favorite event?

- What is your favorite event?

- Why?

Timeline interview tips

Layer 1

WHAT is it?

Describe the things you do (factual)

Layer 2

HOW does it feel?

Indicate the good and bad moments (emotional)

Layer 3

WHY does it feel that way?

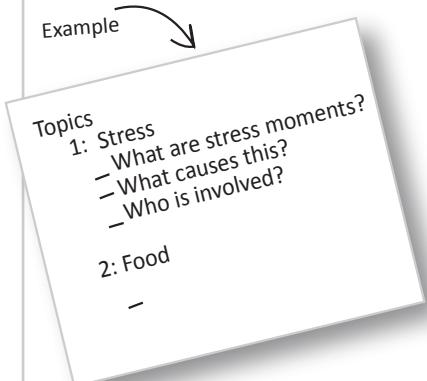
Explain why the good are good and the bad are bad (motivations)

Layer 4

WHAT ELSE?

Ask further explanations, using the topics on the left

Example

- 
- Topics
- 1: Stress
 - What are stress moments?
 - What causes this?
 - Who is involved?
 - 2: Food
 -

Social map interview tips

Layer 1

WHO are they?

Describe the people that play a part in the story of your morning ritual. Place those that play an important role in your story closer to the center.

Layer 2

HOW do they fit in the morning ritual?

Describe why each one is important: what do they do for you in your morning ritual?

What are the relations between them, and with you? What do you do for or with each other?

Layer 3

WHY is this important for you?

How do they relate to the topics on the left?

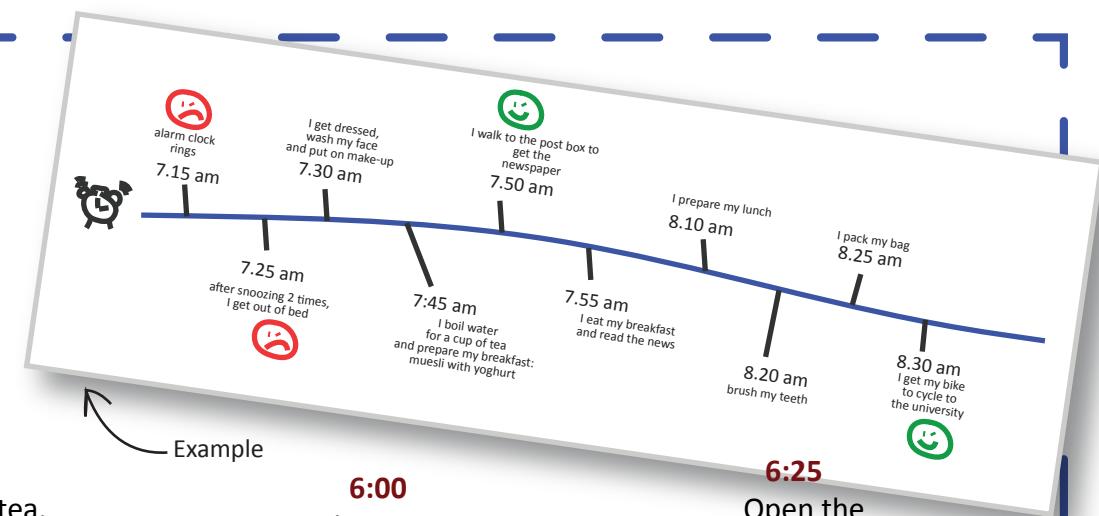
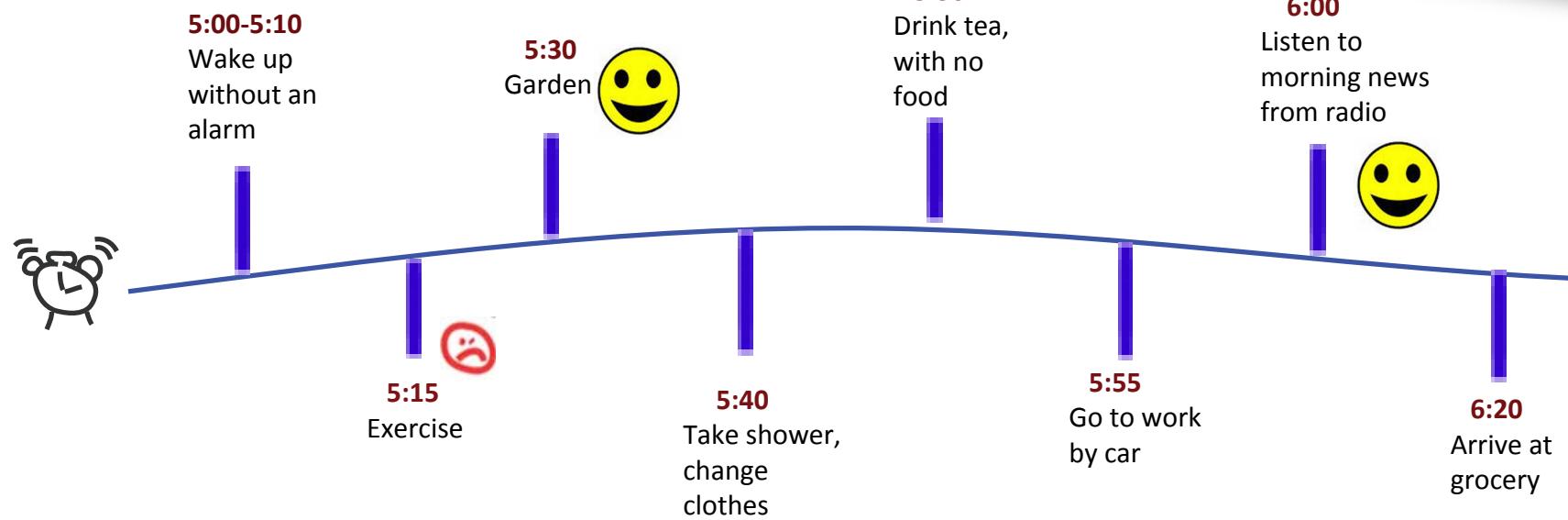
Tips:

Finish each layer before you begin the next one. Of course it is not forbidden to add things later.

Ask questions in a personal way: 'how does that make you feel?', 'can you give an(other) example of that?'

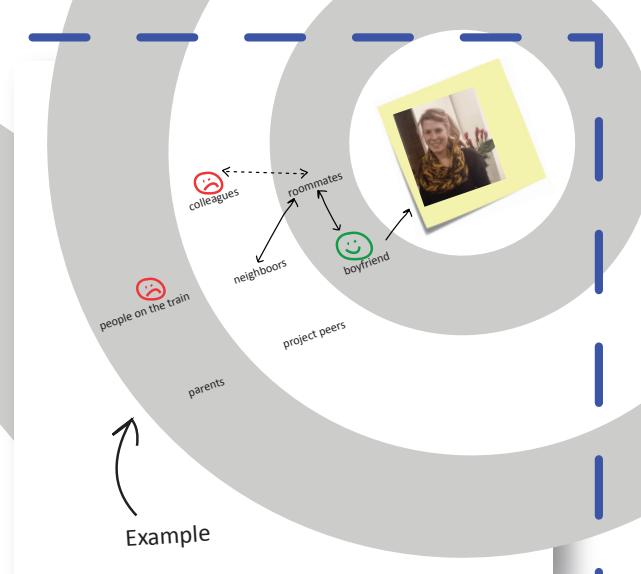
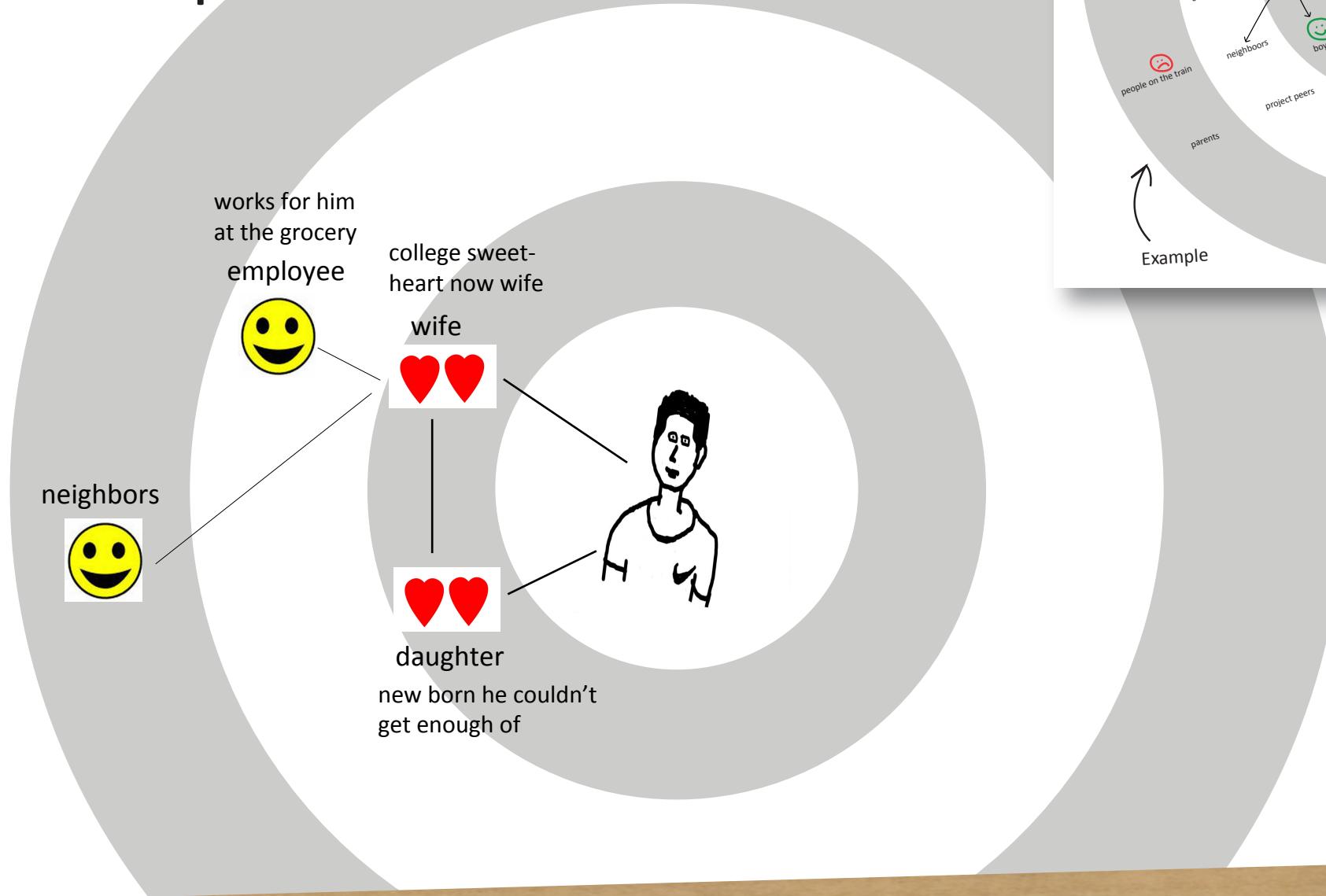
5: The meet up

Step 1: Timeline Tool



5: The meet up

Step 2: Social Map



5: The meet up

Step 3: Walk-through



6: Visualize your most interesting insights

- neighborhood gets intermittent water and electricity supply
- house located at a hilltop, has fabulous view
- strongly attached to his daughter
- good relationship with employee
- wife wants him to stay fit

Draw your participant here

