Observation method

Observing users in their real environment allows us to better understand their needs, behaviors and emotions.

Key steps:

1. **Defining a goal** : what are we trying to understand?
2. **Choose the place and time** of the observation.
3. **Observe and note** actions, reactions, words, emotions.
4. **Analyze** what has been observed to identify problems or opportunities.
5. **Share** discoveries with the team (great for generating ideas).
6. **Apply** the learnings to design.
7. **Repeat** if necessary: the observation is iterative.

Game tip: the clues are not only on the board or the cards... Look around you!