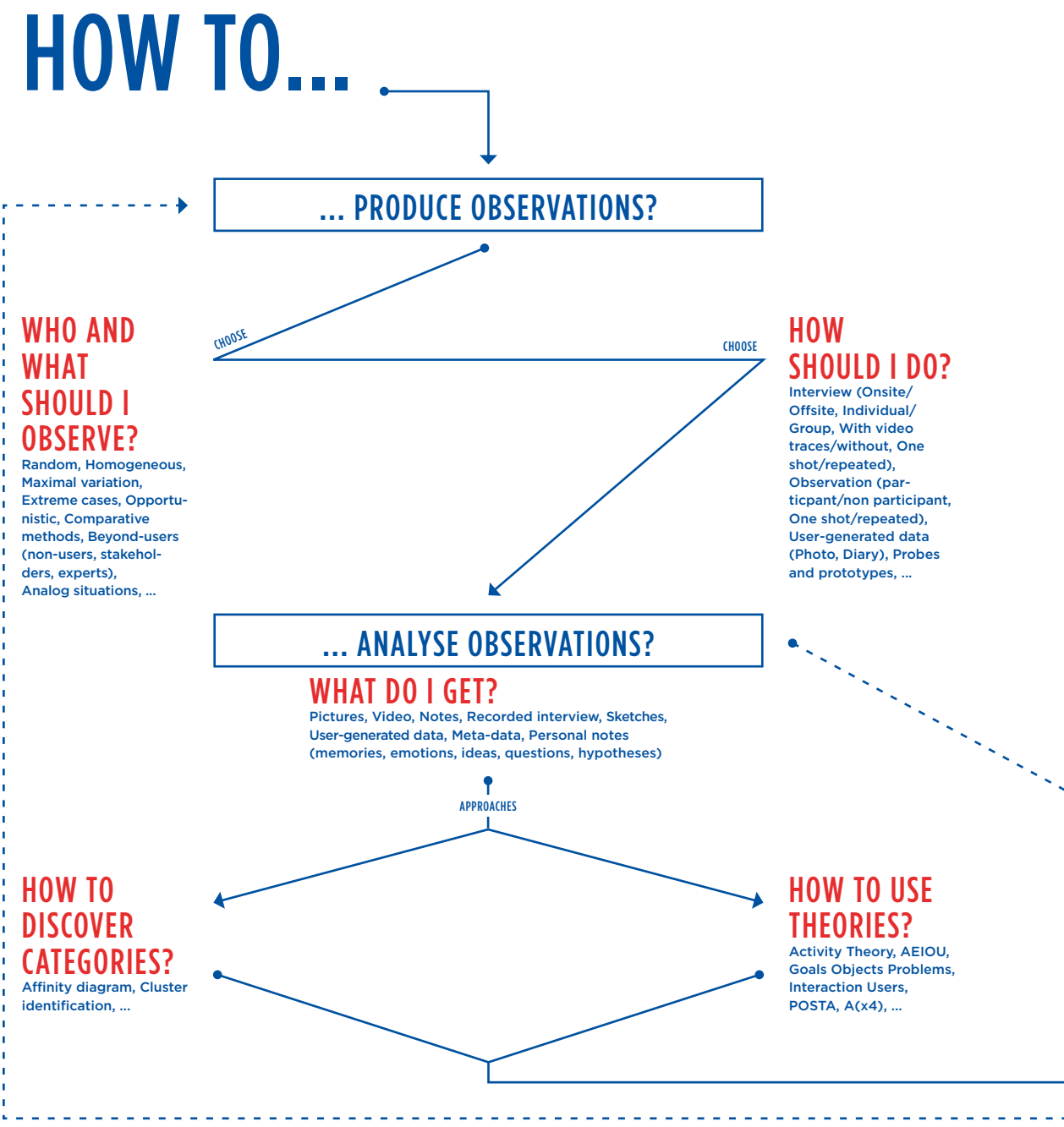
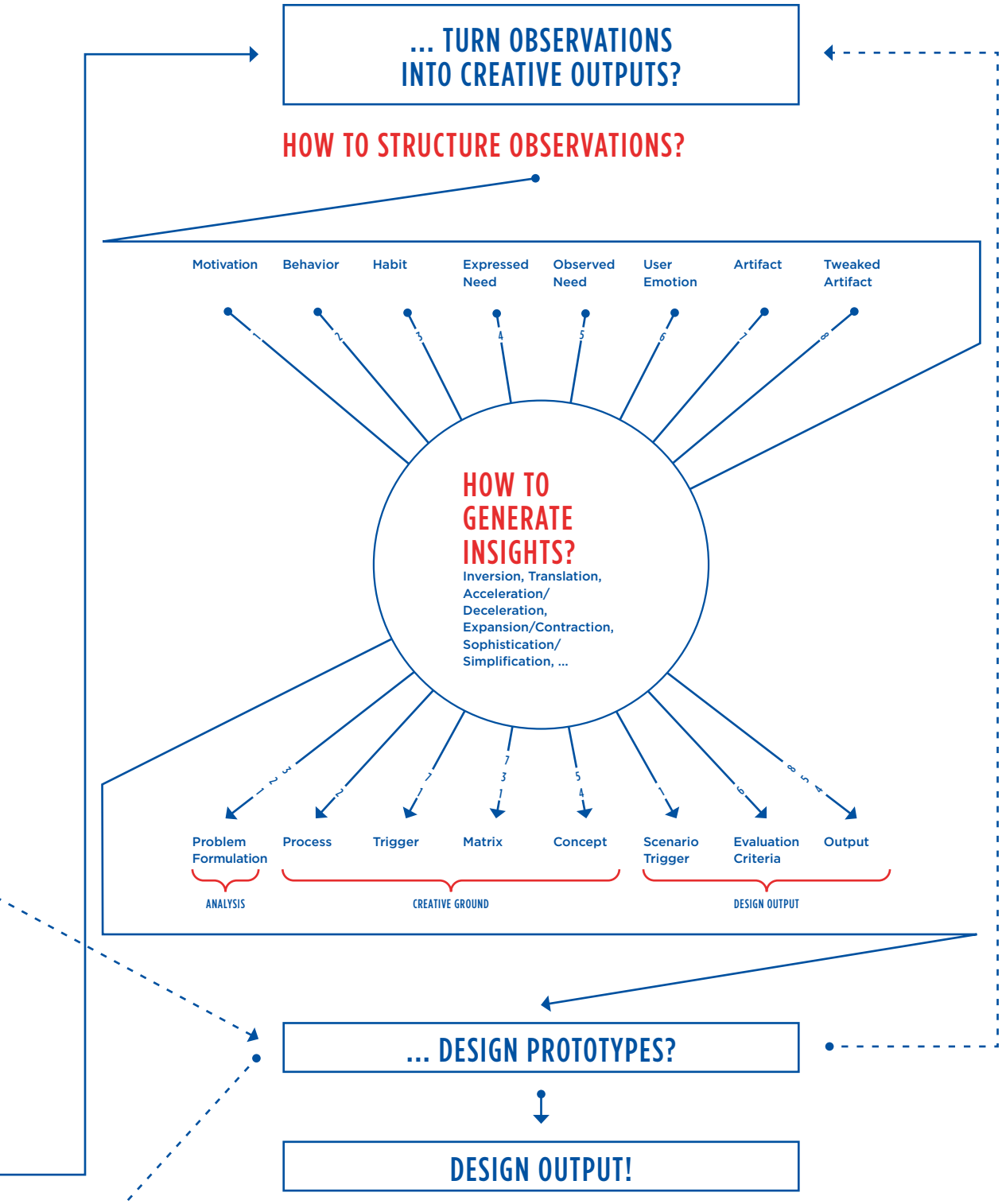
APPROACH


HOW TO...
... PRODUCE OBSERVATIONS?
CHOOSE
CHOOSE
WHO AND WHAT SHOULD I OBSERVE?
Random, Homogeneous, Maximal variation, Extreme cases, Opportunistic, Comparative methods, Beyond-users (non-users, stakeholders, experts), Analog situations, ...
HOW SHOULD I DO?
Interview (Onsite/ Offsite, Individual/ Group, With video traces/without, One shot/repeated), Observation (participant/non participant, One shot/repeated), User-generated data (Photo, Diary), Probes and prototypes, ...
... ANALYSE OBSERVATIONS?
WHAT DO I GET?
Pictures, Video, Notes, Recorded interview, Sketches, User-generated data, Meta-data, Personal notes (memories, emotions, ideas, questions, hypotheses)
APPROACHES
HOW TO DISCOVER CATEGORIES?
Affinity diagram, Cluster identification, ...
HOW TO USE THEORIES?
Activity Theory, AEIOU, Goals Objects Problems, Interaction Users, POSTA, A(x4), ...


... TURN OBSERVATIONS INTO CREATIVE OUTPUTS?
HOW TO STRUCTURE OBSERVATIONS?
Motivation
Behavior
Habit
Expressed Need
Observed Need
User Emotion
Artifact
Tweaked Artifact
HOW TO GENERATE INSIGHTS?
Inversion, Translation, Acceleration/ Deceleration, Expansion/Contraction, Sophistication/ Simplification, ...
Problem Formulation
Process
Trigger
Matrix
Concept
Scenario Trigger
Evaluation Criteria
Output
ANALYSIS
CREATIVE GROUND
DESIGN OUTPUT
... DESIGN PROTOTYPES?
DESIGN OUTPUT!