Research Plan

Research Objective:

In this study, we want to uncover the experiences of people that have visited the MCA once or twice before but have not returned. Our focus will be on those aged 20-30 years old. We want to determine what brings people to go to particular places in the first place, and explore their emotions and experiences they had when they were there.

Research Questions:

1. Why do people go on outings?
2. Who do people go on outings with?
3. What makes people go back/not go back to the places they visit?
4. What creates a memorable experience?

Research Method:

We will be applying context-mapping methods to gain insights into our users' experiences. In order to garner the richest set of insights from our target group, we have chosen a plurality of eight diverse participants including students, professionals, parents, couples and singles. A week prior to our generative session, we will provide participants with a sensitizing booklet to complete. There will be two generative sessions with two distinct user groups Each session will contain two context-mapping exercises.

Sensitizing Exercise
We have chosen to give the participants sensitizing booklets to work through. This will contain open-ended questions, places to write and draw, and stickers to help users communicate their experiences. We want our topic to be broader than just 'going to museums'. We do not want participants to know our research is on museums because it is important for their answers to be as intuitive as possible (Visser, Stappers & vd Lugt, 2007). Our booklet will focus on the places people go and the people that they go with.

Generative Sessions
During our generative session, the first technique we will use is collage making. The questions we will ask participants are as follows:

- What does going on an outing with people mean to you?
- What did it mean to you in the past when you were younger? What does it mean to you now in the present?
- What did you like? What did you dislike?

Rather than focusing in on museums, we want the participants to talk about outings in general. Collage making will allow participants to talk in a broad sense about their positive and negative experiences when going out. We will use this technique because it is useful for "eliciting emotional responses" and reviving old memories (Visser et al., 2007, pp. 34). This will enable us to obtain more useful data and hearing their diverse experiences will help us answer our main research questions.

The second technique we will use is cognitive mapping. We will focus on a day in the participant's life and will use the layering approach to release tacit and latent knowledge. On the first layer participants will explain the steps involved in organising a day out (layer of facts). On second layer they will explain the high and low points of these activities (layer of valence) and on third layer they'll indicate a reason for each of those high/low points (layer of needs and values) (Sanders & Stappers, 2012, p 53-54). These are the set of questions we will ask participants:
- What are the steps involved in organising a day out with your group?
- How does it come about?
- How do you eventually all meet up?
- How does the day unfold?
- What did you like? What did you dislike?

This activity will allow the participants to reflect deeper into their experiences. We will have the participants focus more on museums this time. We aim to uncover any patterns people have and gain insights into their process of going on an outing.

Research Set-Up:

Participants
Our participants will be people that have visited the MCA in the past couple of years but have not returned since. They will be between the ages of 20-30. We will gather 6-8 participants that vary between age and gender to accurately represent our target audience as best we can.

Research Environment

It is important for to have an informal environment for our generative sessions, where participants will feel relaxed (Visser et al., 2007). This is why we will have them at Angie and Benjie's homes'. It creates a comfortable environment and will also allow us to control the amount of noise in the background. Our participants will be seated around a dining-like table. We will use two mobile phones to record audio and a third phone to record the video. Phones will work well because they are discrete and people are used to having phones around them so it will feel less like they are being recorded.

Preparation

We will have our generative exercise templates printed on A3 papers and will gather around 100 photos and 100 words for the collages. The photos will represent diverse environments with a combination of literal and ambiguous pictures. We will print out an arrangement of icons for the cognitive mapping exercise. The icons will relate to general experiences at art galleries and museums. We will also display the set of questions for each activity on a laptop screen for the participants to view during the exercises. Another laptop will be used for one of us to take notes on.

Script

Our generative sessions will have three main parts, discussion of the sensitizing booklets, collage making and cognitive mapping. The sessions will run for approximately 2 hours as follows:

Time:	Action:
5 min	Swap and read sensitizing booklets with a partner
10 min	Interview partner about sensitizing booklet
5 min	Present insights to the group about partners booklet
20 min	Collage making exercise
20 min	Discussion about collages
20 min	Cognitive mapping exercise
20 min	Discussion about cognitive maps
5 min	Wrapping up session discussing interesting or surprising insights

After the exercises, there are a series of questions the moderator will use to keep the conversation flowing and help guide the discussion:

- Get started with a general question.
    - "Tell us about your creation. Why did you make it this way?"

- Look for an interesting detail and ask –
    - "Why did you choose this particular word/image?"

- Are all the images/words in a cluster? If so ask them to explain why?
    - "Why is this part more crowded/empty than the rest?"

- Ask them to specify the difference over time, changes between (past/now) (start/end).
    - "Can you explain the different emotions/ thoughts between the left and right of the page?"

- Try to keep the participants engaged with each other and only engage when the topic steers too far away from the research question.
    - Does anyone have any similar experiences?"

In the first session, Nathan will lead one half and Angineh will lead the other. In the second session, Benjie will lead and Beth will take notes. The recordings will be done on each of our phones. We will use multiple devices in case one of them ends up being bad. We will also have a timer running on another device to keep track of each section.

Research Set-Up:

The technique we will be using to analyse data are statement cards. Each of us will be transcribing one half of one of the sessions. After transcribing, we will be analysing our transcription as well as another person's, so that in the end each of us generates statement cards from half of the data.

After our statement cards have been written, we will meet up to combine our data through affinity diagramming. Our affinity diagram will group the main insights and uncover any themes within the data. We will take photos of the completed diagram so we have a record of it. With this photo we can edit it on photoshop to add any more information if we need.

References:

Sanders E.B.-N., Stappers P.J. (2012) "Convivial design toolbox: Generative research for the front end of design" in Consumer Behavior, p53-54. BIS, the Netherlands.

Visser F, Stappers P, vd Lugt, R (2007) "Context mapping - A hands on introduction" *in ID4215 Context and Conceptualization,* p25-50. Faculteit Industrieel Ontwerpen TUDelft, the Netherlands.