Discussion & Observation Guide   
Pair with one or two people within your team to review this guide and draft questions before going into the field. Take this guide with you.

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| **Plan** (Before) | - Where will you go? (Which pairs go where?)  - How many places will you go and how many people will you interview?  - How will you know the people you seek to learn from are a part of the local workforce?  - What will your roles be in the field?  - How will you spend your time both observing and interviewing?  - Use the Interview Question Worksheet (page 2) to draft your questions. | | |
| **Practice**  (During) | **Observe** | | **Interview** |
| **Warm-up** | - Identify appropriate people to interview.  *e.g. Are they in rush?  With family?*  - Figure how to ask questions with the least disturbance. *e.g. Wait in a line with them.*  - Use the observation Reminder (page 3) to document your general observation. | | - Introduce yourself and the context briefly.  - Ask if they have a few minutes.  - Start with questions that make the person feel at ease.   *e.g. We are Design students, learning by doing a project about improving the experience for visitors, etc. Do you have a few minutes for a few questions about your experience?* …. *Do you often come here?* |
| **Core** | - While taking note on the interview, observe and take note on the non-verbal cues from interactions or body language.  - Take picture from the environment and record videos. You must ask for permission if you want to take picture from the interviewee. | - Ask the questions you drafted & follow up with questions such as:  *What does that mean to you?*  *How do you make sense of that?*  *How does that make you feel?*  *How would you describe \_\_\_\_\_?*  *Can you say more about that?*  - Before the next interview, talk to your interview team for needed adjustment. | |
| **Wrap-up** | - Wrap up the conversation with an open-ended question such as  *Would you like to add anything else?*  - Thank them! | | |
| **Synthesis**  (After) | Bring back your notes, picture and videos to understand them with your bigger group. | | |

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Interview Questions worksheet (Fill before going into the field)

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| **Warm-up** | - How are you planning to introduce yourself?  - What are your warm-up questions? |
| **Core** | - The goal of core questions is to uncover the needs and identify the hidden gaps. List your core questions below. Go further than a survey would. Ask why, multiple times to get to the root cause.  - Ask about what people do (**A**ctivities), How they interact with their environment (**E**nvironment & **I**nteractions), Things they use (**O**bjects), and, most importantly What people think and feel (**u**ser).  - Determine where you will ask close-ended and open- ended questions. Avoid Yes/no-answer questions. |

Page 2

Observation Reminders (Fill at the field)

Take note on your observation about the below areas of focus.

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| **A**ctivities |
| **E**nvironment |
| **I**nteractions |
| **O**bjects |
| The person/**u**ser |

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