

# Follow-Me-Home Guide

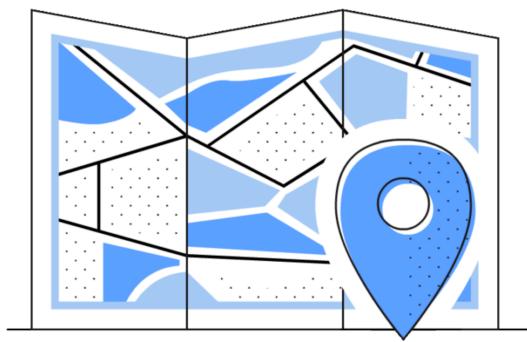
## 1. Choose your customer.

Remember, your customer is someone who has a problem. Here are some ideas to get you started:

- A person who can't find what they need at the grocery store
- A person planning a vacation
- Students who are learning from home
- Teachers who have to teach hybrid classes
- Parents who have to support students with remote learning



## 2. Choose a location.



Your goal is to observe your customer in a real-life setting.

So if you chose a person who can't find what they need at the grocery store, you'd observe them in the store shopping.

If you chose a person planning a vacation, you'd observe them wherever they plan their vacation—maybe using their computer or phone or at a travel agency.

## 3. Stay safe.

If you're a minor, don't go to the house of a stranger. Choose a customer and location in public. Or, if you want to observe your customer doing something on a computer, you can use Zoom and have them share their screen.

Work with your parent or teacher so they can help you plan a safe Follow-Me-Home and know where you'll be.

#### **4. Communicate with your customer to set up a time.**

You can send an email like this, replacing the orange text with your own words:

Hello!

I'm [an educator/a student] looking for ways to better serve my community. I'd love to watch you do some of your work for about an hour so I can understand what your experience is like with [insert customer problem area you're interested in].



My focus is really on observing—I may ask a few questions, but mostly I'll just watch you doing your work as you normally would.

This session should take no more than 1 hour.

Do any of these times work for you? [Insert times when you're available for the Follow-Me-Home]

Thank you in advance!  
[Insert name]

#### **5. Plan your approach.**

You'll feel more confident if you have an idea in advance of what you'll do!



*When you arrive, share what will happen (5 min.)*  
You: "It's great to meet you, [customer name]. Thank you so much for taking the time to meet me today. My goal is to learn more about challenges you come across when [customer problem]. I'm hoping to learn from you."

*Observe and dig in deeper (15-45 min.)*  
You: "OK, let's get started. Can you show me how you [customer problem]? (Observe, and listen to the customer's story.)  
You: "That was very interesting. Can you show me more?" (Observe)  
You: "Why did you do it that way?" (Listen to the customer's answer.)  
You: "Interesting, can you show us what you did next?" (Observe)  
(continue asking questions as needed)

*Questions you might ask*

Why do you do it that way?

What is good about the process?

What do you hate most about it? Why?

What's the very next thing you do afterward? What do you do before? Why?

Can you show me exactly how you do it in detail, step by step? Why those steps?

Do you mind if I take a quick picture of it (then take a picture)?

*Wrap up*

You: "Wow, [customer name]. I really learned a lot by watching how you work. I'll use this information to help improve the product. Thanks so much for your time today."

## **6. Do your Follow-Me-Home!**

- Minimize how much you talk! The goal is to listen and observe.
- Try to capture what the customer says and does by taking notes.
- Pay attention to your customer's nonverbal cues, like crossing their arms, smiling, or shaking their head.
- Ask for permission to take photos.

