http://www.lingscars.com/

Activity **overview**:

Using two UX data collection methods (Observation and Contextual Inquiry) What & How?

* Observation: The active acquisition of information from a primary source. In living beings, observation employs the [senses](https://en.wikipedia.org/wiki/Sense).
* Contextual Inquiry: Observing a phenomenon in its natural setting.

Have a think and discuss with your team members what this website is about: in the Box, what their goal is: 1 Goal only.

Using the post-it-notes provided, you and your team members, please perform the following tasks:

1. Write down five horrible things about the website? Each one in a separate note.

Brainstorm with team members

1. Write down five awesome things about the website? Each one in a separate note.

Brainstorm with team members

1. Categories the common findings in columns view in the sheet provided!

Brainstorm with team members

1. Create new label for each groups
2. Have a look at the whole thing at Answer the following question: “ In the box”

How the hell do they make money?!