For researchers who want to understand their users’ needs and goals, “Design ethnography: Take control of customer visits and interviews” is a 2-day seminar that shows delegates how to get the most from a field visit to a customer location. In this practical, hands-on workshop, delegates prepare for their own ethnographic study and so learn the practicalities of field visits on the job.

**Duration**

This is a two-day workshop.

**Overview**

Field studies are invaluable when you need to understand first-hand how users work or behave, the kinds of tasks users carry out and the variety of environments in which users operate. Real-world observation provides insights that user self reports or surveys can’t provide — often because users can’t explain what they are doing or because their behaviour is so practised that users can’t articulate how they work.

But carrying out a field study has a number of difficulties. How do you select the right users? When should you observe and when should you ask questions? How do you collect observational data and how do you analyse it to improve your design?

**Who is the course for?**

This course is for you if you are part of a design team that wants to develop a new service, software application or product or that wants to identify new features for an existing application. This is a hands-on course and is most effective for delegates who have day-to-day responsibility for product or service design.

**How will I benefit?**

After attending this course, you will be able to:

- Understand the fundamentals of field research.
- Understand the difference between opinion-based and behavior-based research methods.
- Describe the kinds of data you should collect during a field visit.
- Describe the user groups for your service.
- Identify the specific user type you will visit first.
- Build a research plan to take back to your workplace and execute.
- Recognise good and poor questions to ask in user interviews.
- Practice field study interviewing.
- Analyse and interpret qualitative data.
User Experience Research

Design ethnography: Take control of customer visits and interviews

What will I learn?

Introduction – Why carry out ethnographic research?

Why you need to discover (not just validate) user needs.

The first (and second) rule of finding out what people want.

Differences between field research and usability testing.

The 6 phases of field research.

What is ‘design ethnography’?

The roots of ethnography.

The similarities and differences between traditional ethnography and design ethnography.

Set the research focus

Understanding the vision.

Identifying sources of existing research and judging its quality.

Syndicate activity: Create a sketch persona to identify assumptions.

Decide who to visit

How many people do you need?

Briefing the recruitment agency.

Schedule the visits

What to tell participants before you arrive.

Plan how you will get the team involved.

Carry out the field visits

Obtaining informed consent.

The Zen of user interviewing.

Syndicate activity: Create a topic map to steer the interview.

The role of investigator and note taker.

What is an observation?

Syndicate activity: Practice eliciting a story.

Analyze the data

Introduction to affinity sorting.

Syndicate activity: Create a user story map.

Generate design ideas

Creating a storyboard.

Questions to ask about an MVP.

Summary and Wrap-Up

Brief review of the key topics.

Final opportunity for questions.

Suggestions for homework.
What is the workshop format?

A fast-moving, interactive, but structured training session with a focus on active participation: about half the time will be spent in discussion and on exercises. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society, the Information Architecture Institute and the User Experience Professionals Association. David specialises in the design and evaluation of hardware and software systems aimed at non-technical users and he has carried out field visits for a range of clients, including Orange, Yahoo! and RBS. David is an experienced trainer and has delivered seminars in usability for a range of private and public sector clients, including GDS, Nominet, Whirlpool, the Department for Work and Pensions, RBS and WoltersKluwer UK.

What do delegates say about this seminar?

“Excellent. Best user research training I've ever attended.” — Anne-Marie Grafton, Home Office.

“An excellent course, thoroughly enjoyable. The data analysing method was particularly interesting.” — Philip Merrifield, ITW Finishing.

“I was afraid that since I'm not really familiar with the concept, I might not understand too many things. But I realised that I can even do user personas, even though I thought I am not able to do that.” — Laura Carabus, Avira Operations GmbH.

“I think it's a great course. Really well tailored to working in Government. Trainer evidently very experienced and knowledgeable. Would recommend to all junior researchers.”

“Having a proper process for planning and implementing a field study (rather than an ad hoc turn-up-and-ask-questions approach) means I can present a more professional image.”

“1 learnt the importance of observation and good questioning — and accurately recording what is said and done.”

“I now feel confident preparing for a site visit and asking the right kinds of questions.”

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html