

## **Team 1: Fly On the Wall and Shadowing**

Fly on the wall research is an observational technique that allows a researcher to collect data by seeing and listening. Usually researchers employ this method to gain insight into people, environment, interactions and objects in a space. It is the primary responsibility of the researcher to stay completely unnoticed during the observation so as to not bias the participants in any way.

Shadowing is a qualitative research technique conducted on a small scale where the researcher acts as an observer. In shadowing, researchers observe real-life situations of a research subject or participant for a set period of time. For this set period, the researcher does not interfere with the participant to avoid the research subject to deviate from their natural behavior under the scenario or circumstance.

<https://think.design/user-design-research/fly-on-the-wall/>

<https://think.design/user-design-research/shadowing/>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=0>

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## **Team 2: In-Person Interviewing Leveraging Five-Why Questioning**

In-depth interviews involve direct engagement with individual participants. It is a qualitative data collection method where the interviewer can ask the participants different questions based on their responses. In-depth interviews require the interviewer to be highly skilled at such data collection methods to ensure that the participants feel comfortable in sharing information authentically, that there is no data lost in the process and the quality of information collected is in-depth and thorough. With the 5 Whys, our initial answers usually allow us to look at the most obvious aspects of a problem or situation. With every why, we dig deeper and deeper into the problem until we arrive at the root cause of an occurrence. Five Whys method is so in your face that it can be applied by anyone but yet is very powerful. The method is simply asking the question 'why' five times!

<https://think.design/user-design-research/in-depth-interviews/>

<https://think.design/user-design-research/five-whys/>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=1>

### **Team 3: Emotional Response Cards (aka Product Response Cards)**

Emotional Response Cards provide descriptive words a customer can select from so they don't have to try to find their own language. This is useful because not only does it help customers find descriptive words, but it also allows us to more easily keep track of the words selected. Here's additional information on how other's have used this process: Most user experience designers will have heard of the Product Reaction Cards (doc), a set of 118 words and phrases developed for Microsoft by Joey Benedek and Trish Miner in 2002 that can be deployed in a user testing workshop to help people articulate their emotional responses to a product. The Product Reaction Cards are part of the Desirability Toolkit (doc) that suggests facilitators ask users to choose the cards that "best describe the product or how using the product made them feel" and then ask them to narrow their selection to just five cards. The cards selection process is then followed by an interview where the participant explains why they selected those five cards.

[https://en.dt-toolbook.com/files/ugd/fc35c6\\_ee11c2604ec64bec9e5c044abe5d1eab.pdf](https://en.dt-toolbook.com/files/ugd/fc35c6_ee11c2604ec64bec9e5c044abe5d1eab.pdf)

<https://en.dt-toolbook.com/response-cards-en>

<https://uxmag.com/articles/organized-approach-to-emotional-response-testing>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=2>

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### **Team 4: Customer Brainstorming/Focus Group**

A Focus group refers to a group of 10 or fewer individuals who gather in a room to discuss a product, service, concept or merely an idea. A focus group is a qualitative research method to find out different attitudes, responses about a subject. The Focus group can either react or discuss a series of survey questions or are given statements on which they share opinions.. Focus groups are usually conducted by or on behalf of a business or organization, for market research

<https://think.design/user-design-research/focus-groups/>

<https://uxplanet.org/human-emotions-how-to-design-products-loved-by-millions-of-people-c78c56a6c936>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=3>

## **Team 5: Concurrent Probing (sometimes called Contextual Inquiry)**

Concurrent probing can be seen as a variation or more accurately an extension of contextual inquiry. Concurrent probing is more useful in situations where probing doesn't disrupt the natural flow of the participant as this could alter the subsequent steps a participant would have otherwise taken without interruptions. In contextual inquiry, the participants are asked to perform tasks, as they would normally do in their natural environment, at their natural pace and following the natural steps to complete the tasks. While doing so, they would talk out loud describing the process and play an active role in the session acting as subject matter experts for the task at hand. When working on the tasks, if the participant says something interesting, the researcher asks follow-up questions. Therefore, here the researcher as well as the participant takes an active role in executing the exercise. You can also use an Empathy Map while watching/listening to a customer.

<https://think.design/user-design-research/concurrent-probing/>

<https://www.interaction-design.org/literature/article/methods-to-help-you-define-synthesise-and-make-sense-in-your-research>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=4>

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## **Team 6: Surveys**

A Survey is a list of questions asked to individuals with the aim of collecting information. The purpose of a survey is to gain an understanding of thoughts, feelings and opinions of a group. If the size of the group is too large, this exercise may be too expensive or time consuming. So, for the sake of feasibility, we select a representative sample of individuals and ask questions to this sample to describe certain characteristics of the group and/or to test hypotheses about the nature of relationships within the group.

<https://think.design/user-design-research/surveys/>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=5>

## **Team 7: Journey Mapping**

There are several types of journey maps, which I'll include info on below, but the one we have found most useful is following a customer around as they use a space. For this exercise, have a piece of paper with the basic outlines of the space, such as front desk, computers, etc., and you draw on the "map" where the customer walks. For the next customer, you can use the same map but a different color pen. Keep going for 5 customers. This allows you to see how customers use your space. Here's more information on journey mapping.

<https://www.nngroup.com/articles/journey-mapping-101/>

<https://bootcamp.uxdesign.cc/design-thinking-empathy-maps-journey-maps-and-how-they-are-interconnected-b145aafccdd1>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=6>

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## **Team 8: Unfocus Group**

A contrast but highly valuable tool to a Focus Group is the "Unfocus Group". An Unfocus Group is a conversation with your representative sample again of 10 or fewer participants without an agenda, a discussion guide or a main topic. In an unfocus group, when we work without an objective, we can sometimes stumble upon much valuable insights than when we work within the confines of a structure.

<https://think.design/user-design-research/unfocus-group/>

Jamboard link:

<https://jamboard.google.com/d/1AE2i3ngtztEhSEPSPaV6zfcGtGNAwpO5kwN5WpyZtn0/viewer?f=7>