

6 Tips for Observing

Use these tips when planning and conducting observations.

OBSERVE LIKE A PRO

To heighten your attention before and during an observation:

- 1 Look for things that prompt behavior
- 2 Look for adaptations
- 3 Look for what people care about
- 4 Look for body language
- 5 Look for patterns
- 6 Look for the unexpected

TAKE NOTE

WHAT What are they doing? What sparks your curiosity?

HOW How are they doing it? Are there any behaviors or objects involved?

WHY Why are they doing it?

REMEMBER

Approach your observations with an open and curious mind. Stay away from generalizations, judgment, evaluation, assumptions, and prescriptions (should/would/could).

Advanced Interview Tips

Here are some advanced tips to help you prepare for your observations.

What to Look for

A

ACTIVITIES. What activities are people engaged in? Why might these activities be important?

E

ENVIRONMENTS. Take note of spaces and locations. What's unique about them? How do they support or frustrate people?

I

INTERACTIONS. Who's interacting with users in this context? What's the purpose of these interactions? What's the tone?

O

OBJECTS. Are there any objects being used? If so, how, and why are they important?

U

USERS. Interview users to better understand their needs.