

Observation Tips

- **Capture** your observations in a **visual** and **evocative** way to share with your team. Use **photos, sketches, recordings, collect artifacts** and note **quotes**.
- Look for **extreme users**. Locate someone who seems especially confident (*Mrs. Comfort*), utterly bored or completely unfamiliar with the environment (*Mr. Oddball*). Talk to them and find out why they are there, how often they come, when they started coming and why.
- Be aware of **your perspective**. Is there someone that may see the space in a completely different way than you, literally? (different height, mobility, etc.) How could you assume their perspective?
- **Map interactions**. Draw a rough map of your location, and represent in it social interactions, sensory inputs, decision points.

Interviewing Tips

- **Ask why**. Even when you think you know the answer, ask people why they do or say things. The answers will sometimes surprise you.
- Encourage **stories**. Whether or not the stories people tell are true, they reveal how they think about the world. Don't ask about their "typical" day.
- Look for **inconsistencies**. Sometimes what people say and what they do are different. These inconsistencies often hide interesting insights.
- Pay attention to **nonverbal cues**. Be aware of body language and emotions.
- **Don't be afraid of silence**. Interviewers often feel the need to ask another question when there is a pause. Sometimes if you allow there to be silence, a person will reflect on what they've just said and say something deeper.
- **Don't suggest answers** to your questions. This can unintentionally get people to say things that agree with your expectations.
- **Ask questions neutrally**. "What do you think about this idea?" is a better question than "Don't you think this idea is great?", because the first question doesn't imply that there is a right answer.

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