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## Camera Journal

**HOW:** Ask potential users to keep a written and visual diary of their impressions, circumstances, and activities related to the product.

**WHY:** This rich, self-conducted notation technique is useful for prompting users to reveal points of view and patterns of behavior.

The IDEO team designing a travel information system distributed camera journals to families taking car trips to capture map reading and other car travel behavior.



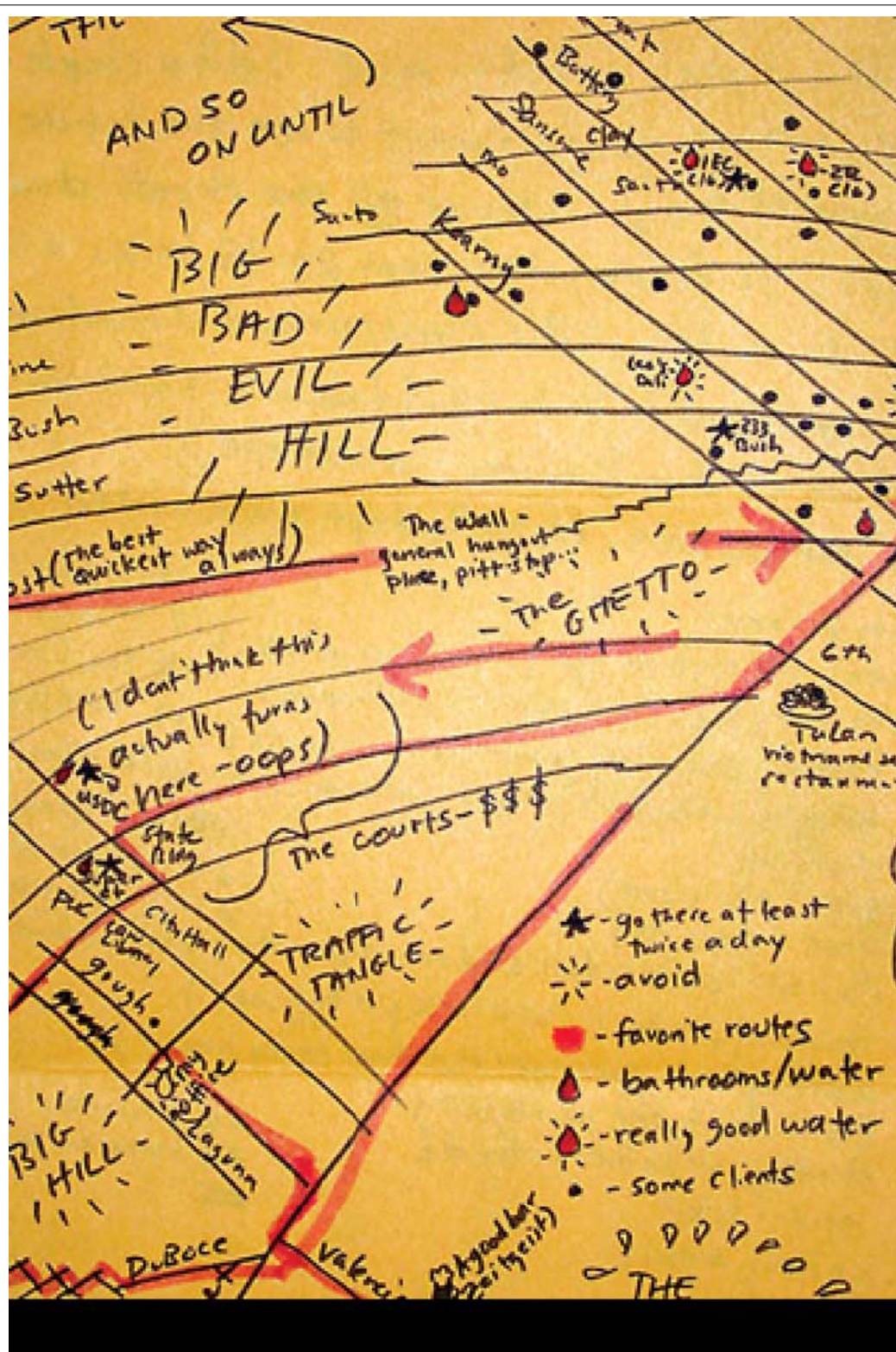
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## Card Sort

**HOW:** On separate cards, name possible features, functions, or design attributes. Ask people to organize the cards spatially, in ways that make sense to them.

**WHY:** This helps to expose people's mental models of a device or system. Their organization reveals expectations and priorities about the intended functions.

In a project to design a new digital phone service, a card-sorting exercise enabled potential users to influence the final menu structure and naming.



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## Cognitive Maps

**HOW:** Ask participants to map an existing or virtual space and show how they navigate it.

**WHY:** This is a useful way to discover the significant elements, pathways, and other spatial behavior associated with a real or virtual environment.

Mapping how they occupy or pass through different zones of the city, the IDEO team asked bike messengers to indicate where water oases are located and how they reach them.



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## Collage

HOW: Ask participants to build a collage from a provided collection of images, and to explain the significance of the images and arrangements they choose.

WHY: This illustrates participants' understanding and perceptions of issues and helps them verbalize complex or unimagined themes.

Participants were asked to create a collage around the theme of sustainability to help the IDEO team understand how new technologies might be applied to better support people's perceptions.

## Conceptual Landscape

HOW: Diagram, sketch, or map the aspects of abstract social and behavioral constructs or phenomena.

WHY: This is a helpful way to understand people's mental models of the issues related to the design problem.

Designing an online university, the IDEO team illustrated the different motivations, activities, and values that prompt people to go back to school.





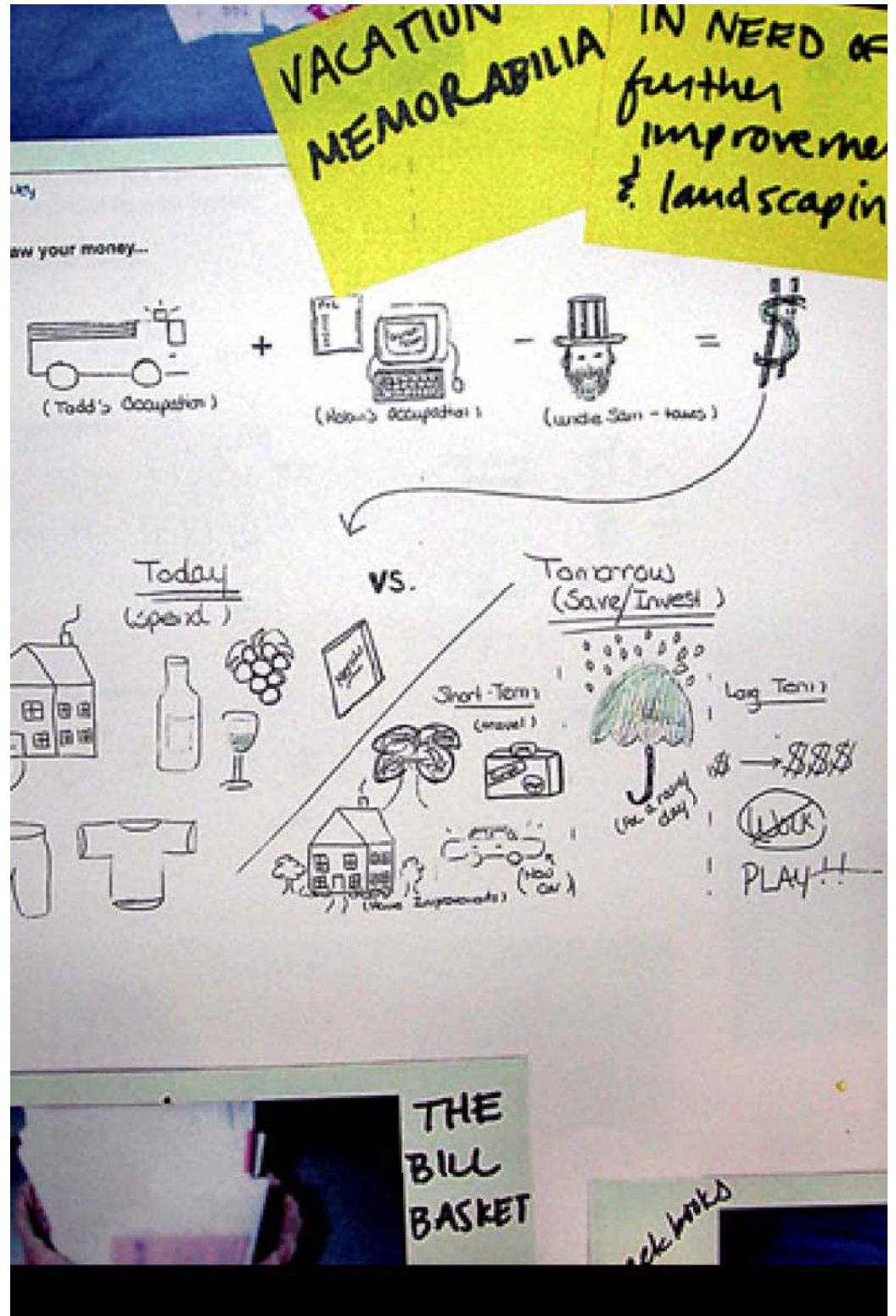
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## Cultural Probes

**HOW:** Assemble a camera journal kit (camera, film, notebook, instructions) and distribute it to participants within one or across many cultures.

**WHY:** To collect and evaluate perceptions and behaviors within or across cultures.

Comparing the ways different cultures care for their teeth helped expose important similarities and differences to the IDEO team.



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## Draw the Experience

HOW: Ask participants to visualize an experience through drawings and diagrams.

WHY: This can be a good way to debunk assumptions and reveal how people conceive of and order their experiences or activities.

By asking people to "draw your money," the IDEO team designing an online bank was able to discern people's attitudes towards their finances.

## Extreme User Interviews

**HOW:** Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience using it.

**WHY:** These individuals are often able to highlight key issues of the design problem and provide insights for design improvements.

By understanding the role and mindset of the youngest family member, the IDEO team uncovered new product design opportunities for household cleaning.







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## Five Whys?

HOW: Ask "Why?" questions in response to five consecutive answers.

WHY: This exercise forces people to examine and express the underlying reasons for their behavior and attitudes.

"Five Whys" was used when interviewing dieting women around the US to understand their attitudes and behaviors around weight loss.

## Foreign Correspondents

HOW: Request input from coworkers and contacts in other countries and conduct a cross-cultural study to derive basic international design principles.

WHY: This is a good way to illustrate the varied cultural and environmental contexts in which products are used.

Compiling a global survey about personal privacy, IDEO correspondents from around the world contributed images and anecdotes from their own lives.





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## Narration

**HOW:** As they perform a process or execute a specific task, ask participants to describe aloud what they are thinking.

**WHY:** This is a useful way to reach users' motivations, concerns, perceptions, and reasoning.

In order to understand how food is incorporated into people's daily routines, the IDEO team asked people to describe what they were thinking while eating.

## Surveys & Questionnaires

**HOW:** Ask a series of targeted questions in order to ascertain particular characteristics and perceptions of users.

**WHY:** This is a quick way to elicit answers from a large number of people.

Developing a new gift-wrap packaging concept the IDEO team conducted web-based surveys to collect consumer perspectives from many people around the world.





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## Unfocus Group

HOW: Assemble a diverse group of individuals in a workshop to use a stimulating range of materials and create things that are relevant to your project.

WHY: Encourages rich, creative, and divergent contributions from potential users, releases inhibitions, and opens up new thinking.

An IDEO team invited a foot-fetishist, an artist, a body-worker, a podiatrist and others to work together to explore and build concepts for a new range of fashion sandals.



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## Word-Concept Association

**HOW:** Ask people to associate descriptive words with different design concepts or features in order to show how they perceive and value the issues.

**WHY:** Clustering users' perceptions helps to evaluate and prioritize design features and concepts.

Developing the design of a new container, word-concept association studies helped the IDEO team to understand how different forms convey different meanings to users.