INCORPORATE drives objectives

EXPLORATORY
realities and aspirations

VALIDATION
answers and decisions

DISCOVERY
topics and descriptions

DEFINITION
ideas and solutions

INSPIRE learn from people

INFORM learn about offering

INTROSPECT reveals objectives

NCREDIBLE FRAMEWORK
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ETHNOGRAPHY 2.009 TUTORIAL

ETHNOGRAPHY (ETH-‘NÄG-RƏ-FĒ)
- The study and systematic recording of human cultures; a description work produced from such research

WHO OR WHAT DOES AN ETHNOGRAPHER STUDY
- Humans, animals, objects, anything!
- Activity in isolation, interaction between people and their life
- Reality, and the gap between reality and aspiration

WHAT DOES AN ETHNOGRAPHER DO
- Record evidence, unbiased, neutrally
- Observe subject’s reality from subject’s perspective, as well as from a neutral perspective
- Focus on the mundane, things taken for granted, and the extreme

HOW IS ETHNOGRAPHY CONDUCTED
- Individually (shadowing)
- Dyad (studying individual + interactions)
- Groups (organized division)
- From various perspectives, vantage points

WHAT DOES AN ETHNOGRAPHER AVOID DOING
- AVOID bias and assumption!
- Do not interpret observations as you record
- Record fact – and analyze the data holistically

HOW DOES AN ETHNOGRAPHER DOCUMENT
- Post-its, notebook and pen (quiet) best / tablet
- Be sensitive with photography or videography – no identifying features

HOW DO I START AN ETHNOGRAPHY STUDY + WHAT DO I RECORD

ACTIVITY (TASKS, GOALS, ROUTINES, SOLUTIONS)
- Define the flow of activity between physical place and people
- Record patterns to show flow of activity
- Highlight workarounds created and/or solutions avoided
- Use verbs to define detail

ENVIRONMENT (CONTEXT, SURROUNDINGS, PERSPECTIVE)
- Start with a physical space or confined structure that has boundaries
- Record and describe the time of day, description of place
- Define how the space is being used (what activities)

INTERACTIONS (PEOPLE+PRODUCTS)
- Record patterns between people and products
- Define the concept of channel (uni vs. omni)
- Document frequency

OBJECTS (ARTIFACTS, DETAILS, IMPLEMENTS, ASSISTS)
- Record all artifacts
- Identify artifacts contribution to the space and interaction
- Document who is using the artifacts and how they are being used (are they being shared?)
- Document the difference in how they might “say” they are being used, vs. actual use

USERS/PEOPLE (EMOTIONS, VISUAL, VERBAL, BODY LANGUAGE CUES)
- Identify the number of people, and relating interaction(s)
- Define with detail what people are doing
- Identify how people are interacting, if at all
- Identify groups and group definition
- Document frustrations and delights

The AEIOU framework originated in 1991 by Rick Robinson, Ilya Prokopoff, John Cain, and Julie Pokorny.

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