

DATA

COLLECTION

METHODS

50



DATA COLLECTION METHODS

● **Observation**

Ethnographic data collection methods seek to describe the behaviours of groups of individuals in a given context. This type of observation activity is always backed up by an observation chart, a tool that is essential in helping observers properly describe the habits and actions characterizing the sample under observation. To make it more effective, always aim to develop your chart according to the key moments you have identified in your experience map.

● **Semi-structured interview**

The semi-structured interview involves meeting with the participants in your testing activities individually in order to gain a deeper understanding of certain aspects of their personal experiences. Always have an interview guide structured on the basis of the three levels of experience described in the tool Creating an experience map: this will be the ideal time to confirm your hypotheses in respect to the impact of your new mediation on the public's subjective experience.

● **Discussion groups**

Such groups aim to foster discussion so as to collectively build a better understanding of the object being tested. Always prepare a road map for leading the discussion and try to stick to it while at the same time allow all participants to share their perspectives on the issues raised.

● **Survey**

You can also approach your participants by means of a survey; this is a particularly useful tool for reaching remote audiences, as well as for following up with participants who have experienced a prototype on-site, in a gallery. Be sure to always structure your survey like a story: it will be important to maintain participants' interest should it be a bit long!