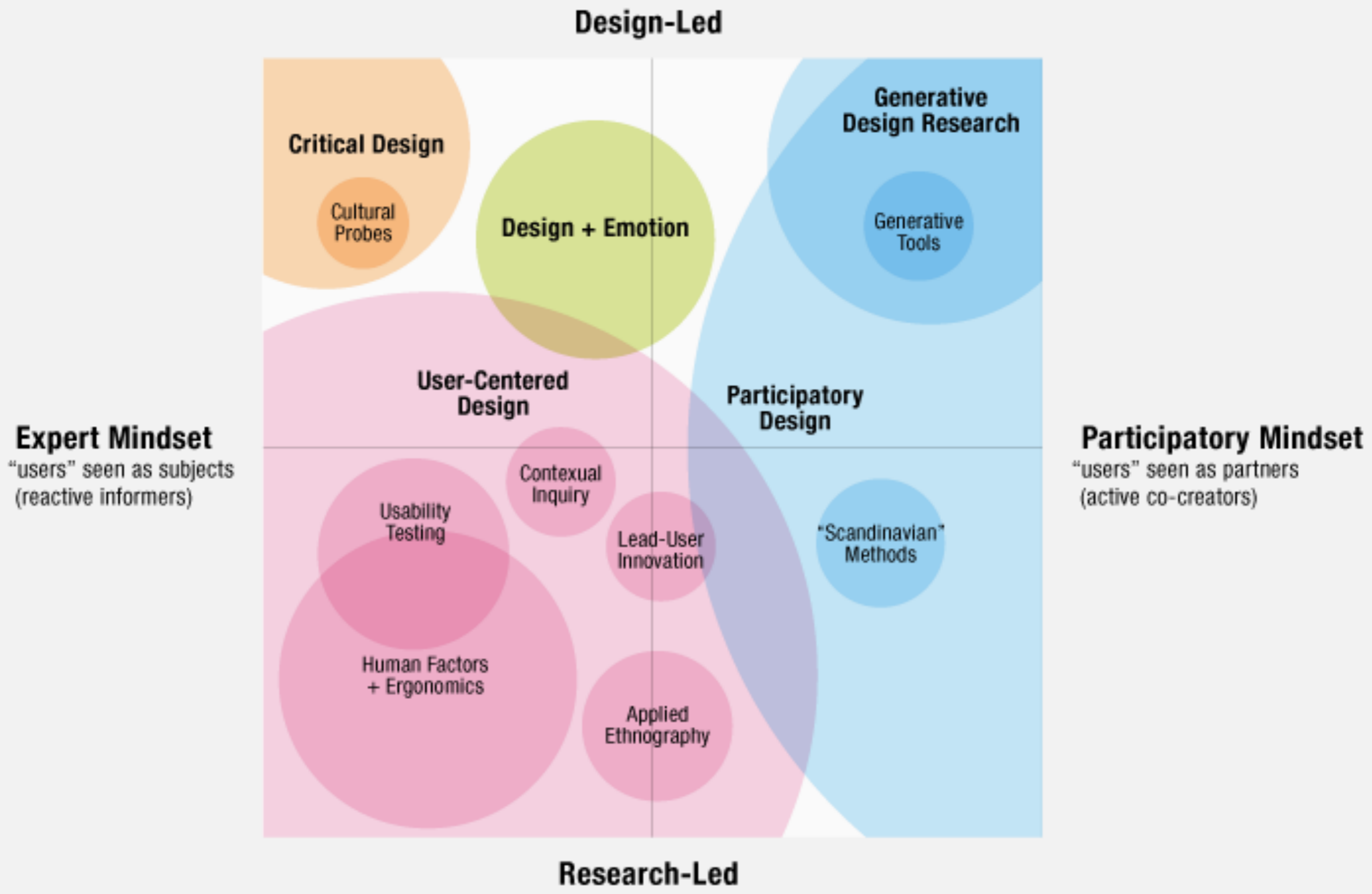


Learn Look Ask Try

The METHOD cards are divided into four categories representing ways to empathise with people.



Design-Led

Critical Design

Cultural Probes

Design + Emotion

Generative Design Research

Generative Tools

User-Centered Design

Participatory Design

Expert Mindset

"users" seen as subjects (reactive informers)

Participatory Mindset

"users" seen as partners (active co-creators)

Research-Led

Usability Testing

Contextual Inquiry

Lead-User Innovation

"Scandinavian" Methods

Human Factors + Ergonomics

Applied Ethnography





Learn Look **Ask** Try

Camera Journal

Card Sort

Cognitive Maps

Collage

Conceptual Landscape

Cultural Probes

Draw the Experience

Extreme Users Interviews

Five Whys?

Foreign Correspondences

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Word-Concept Association



Learn Look **Ask** Try

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Learn Look **Ask** Try

Camera Journal

How: Ask potential users to keep a written and visual diary of their impressions, circumstances, and activities related to a product, service or system.

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



Learn Look **Ask** Try

Camera Journal

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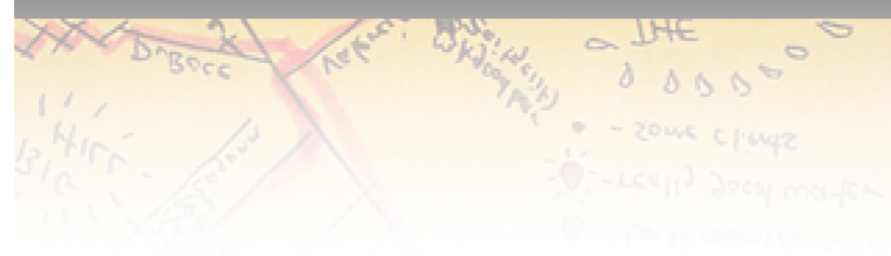
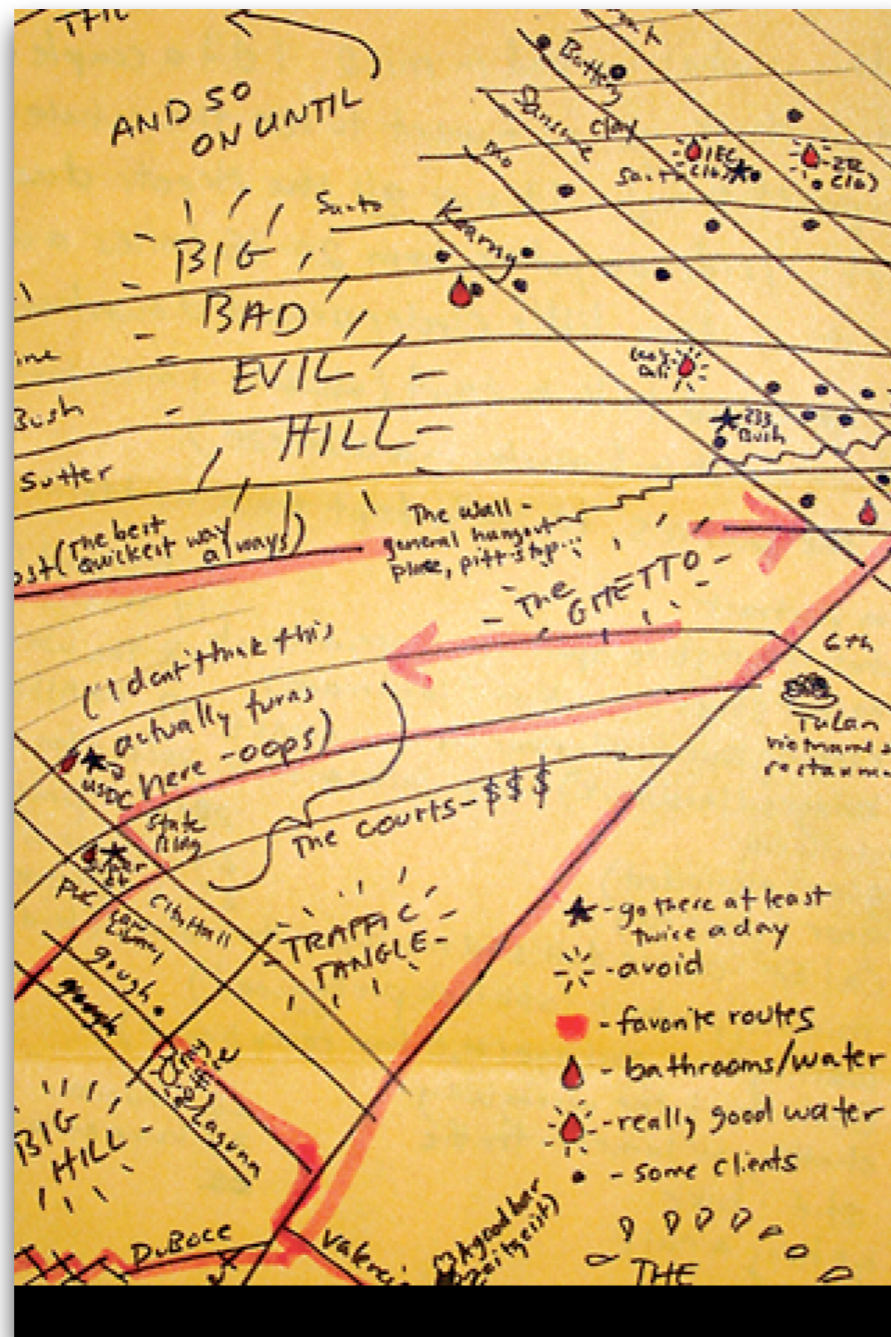
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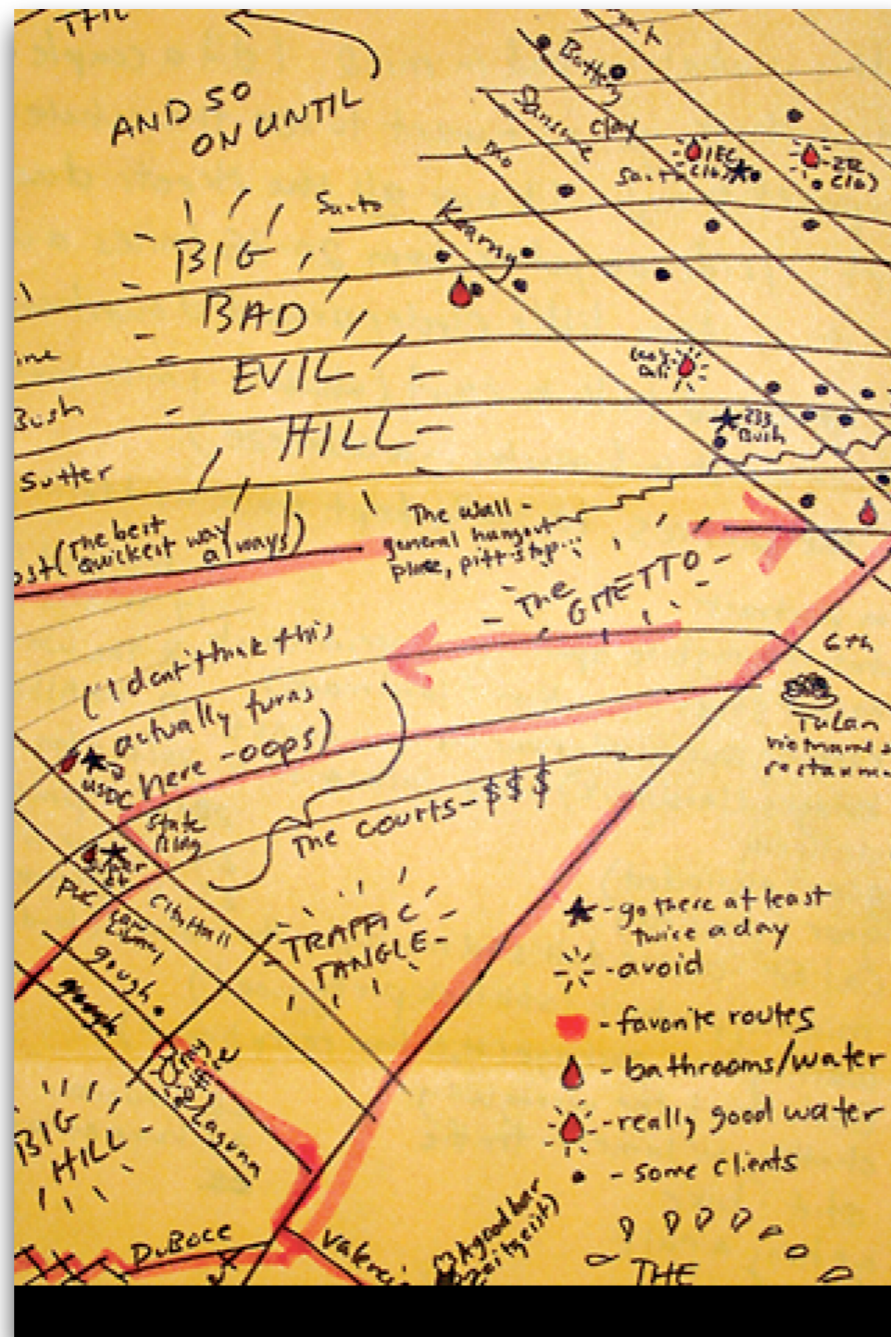
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Word-Concept Association



Learn Look Ask Try

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.



Learn Look **Ask** Try

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Learn Look Ask Try

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.



Learn Look **Ask** Try

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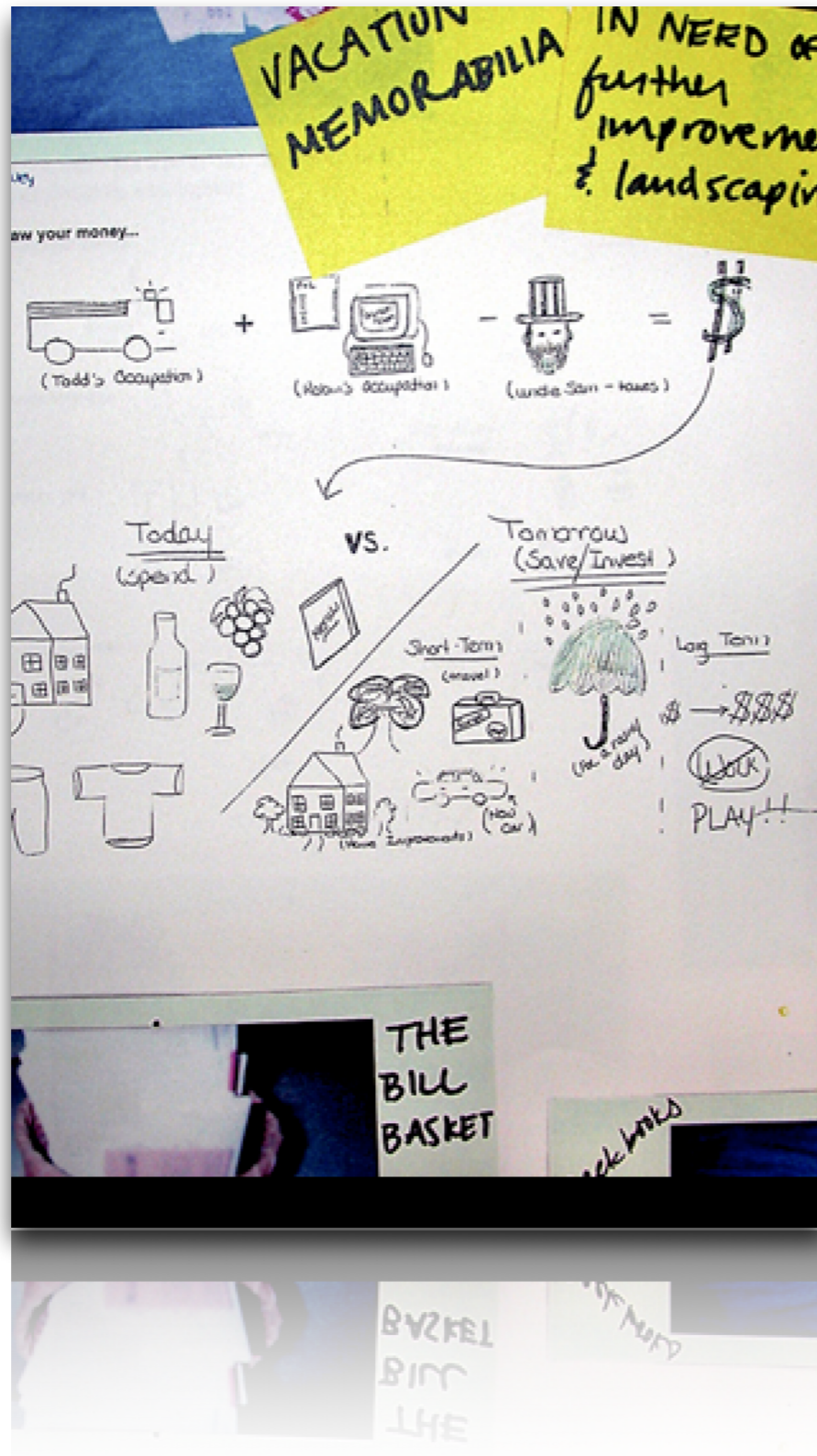


Learn Look **Ask** Try

Cultural Probes

How: Assemble a camera journal kit (camera, film, notebook, instructions) or via an App and distribute it to participants within or across many cultures.

Why: To collect and evaluate perceptions and behaviours within, between and across cultures.



Learn Look **Ask** Try

Camera Journal

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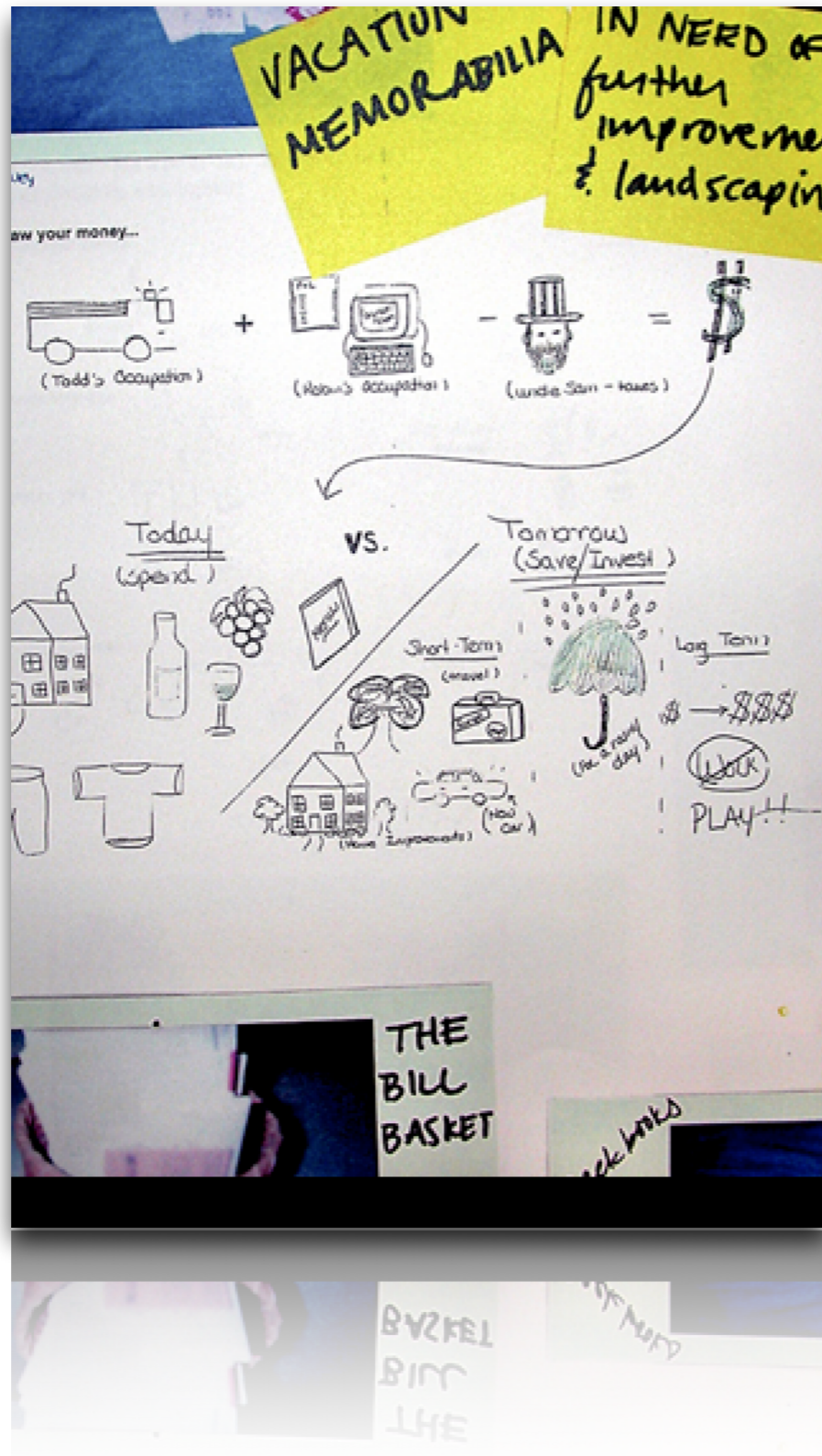
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Learn Look Ask Try

Draw the Experience

How: Ask participants to visualise an experience through visualisation i.e. drawings, sketches and diagrams.

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



Learn Look **Ask** Try

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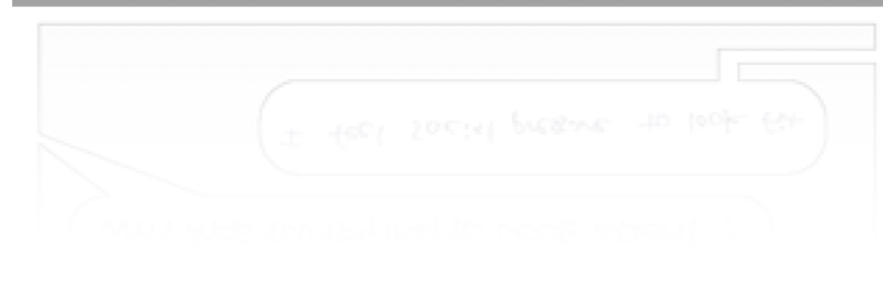


Learn Look **Ask** Try

Extreme Users Interviews

How: Identify individuals who are extremely familiar or completely unfamiliar with the product or service 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.



Learn Look **Ask** Try

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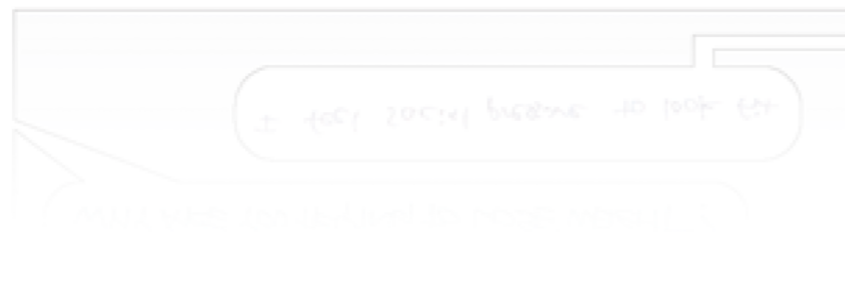


Learn Look **Ask** Try

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 attitude and consequent behaviour.





Learn Look **Ask** Try

Camera Journal

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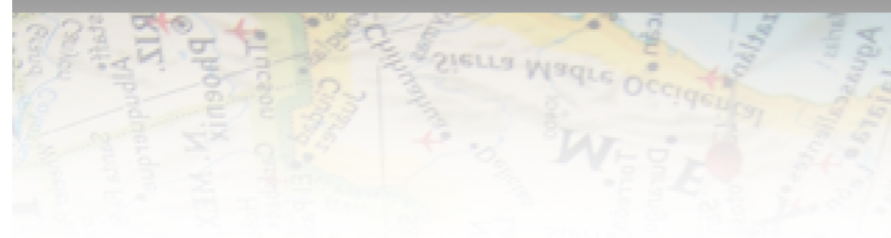
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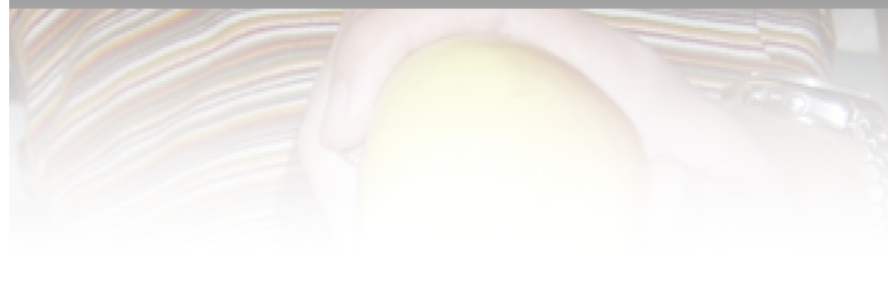


Learn Look **Ask** Try

Foreign Correspondences

How: Request input from co-workers 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, services and systems are used.



Learn Look **Ask** Try

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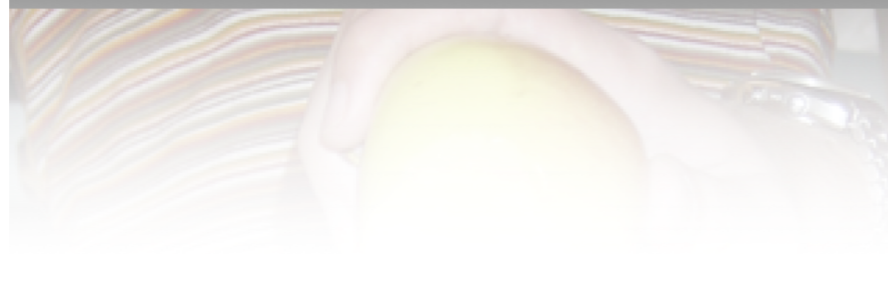


Learn Look **Ask** Try

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.





Learn Look **Ask** Try

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Learn Look **Ask** Try

Surveys and 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 and wider number of people.



Learn Look **Ask** Try

Camera Journal

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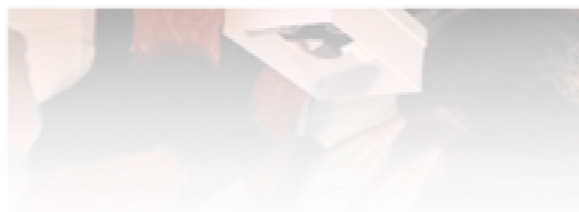
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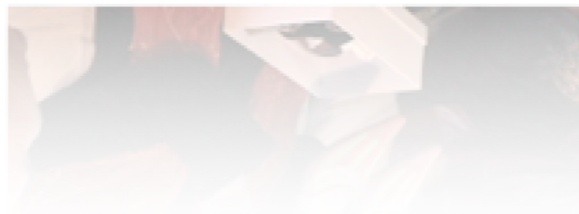


Learn Look **Ask** Try

Un-focus Groups

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.





Learn Look **Ask** Try

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Learn Look **Ask** Try

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 prioritise design concepts and features.





Learn Look Ask Try

Activity Analysis

Affinity Diagrams

Anthropometric Analysis

Character Profiles

Cognitive Task Analysis

Competitive Product Survey

Cross-Cultural Comparisons

Error Analysis

Flow Analysis

Historical Analysis

Long-Range Forecasts

Secondary Research



Learn Look Ask Try

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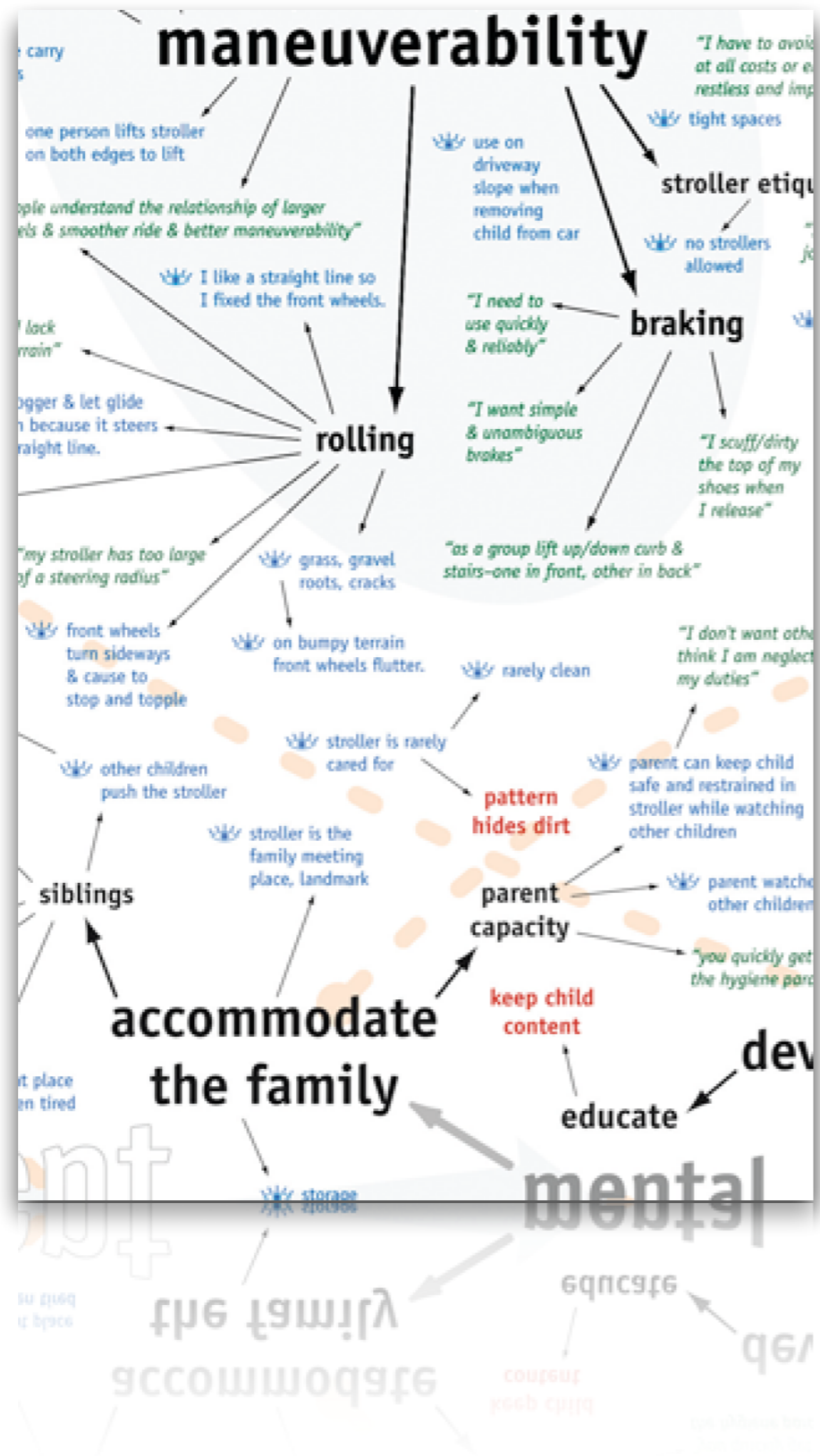


Learn Look Ask Try

Activity Analysis

How: List or represent in detail all tasks, actions, objects, performers and interactions involved in a process.

Why: This is a useful way to identify and prioritise which stakeholders to interview as well as what issues to address.



Learn Look Ask Try

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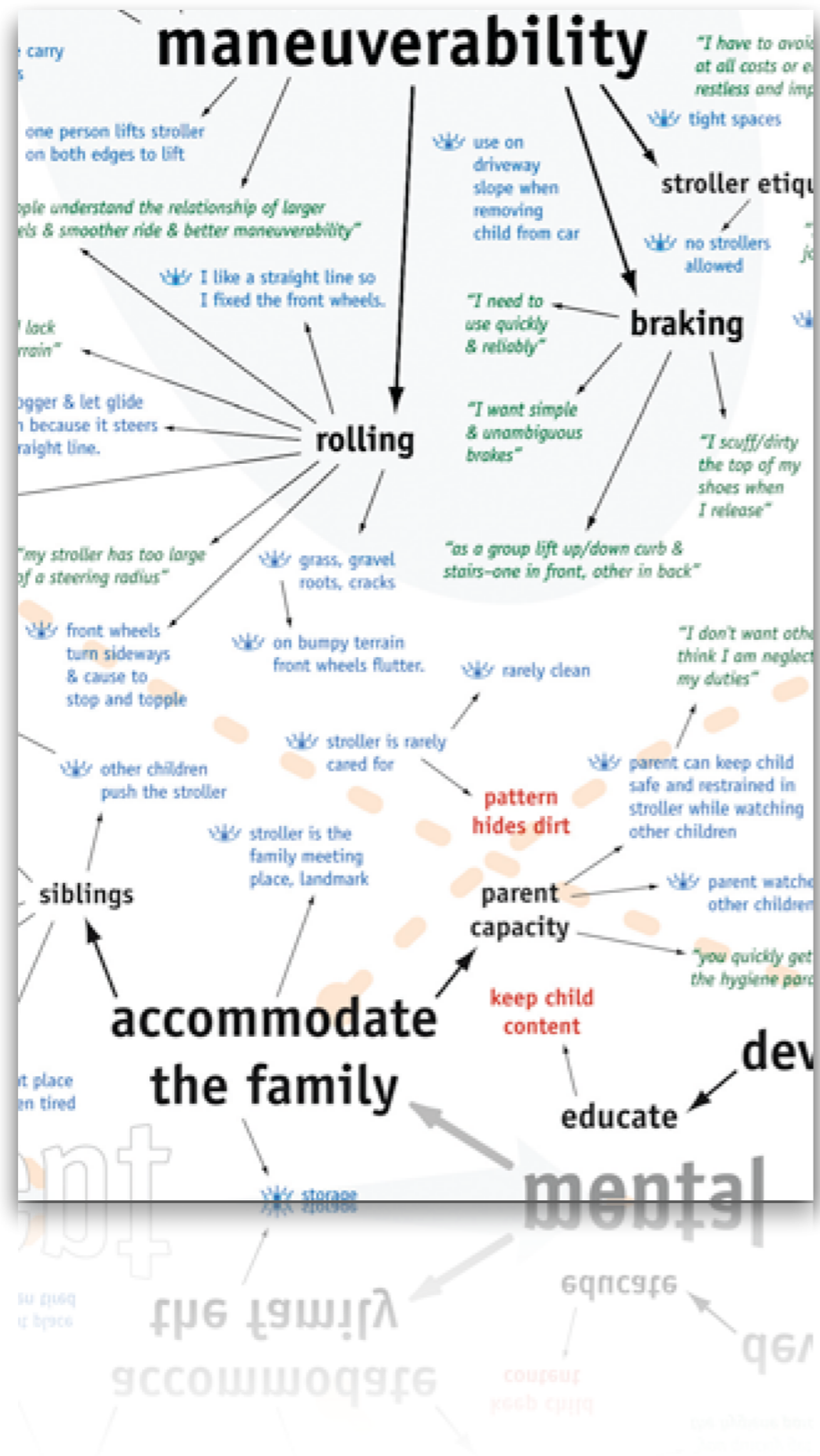
Error Analysis

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Learn Look Ask Try

Affinity Diagrams

How: Cluster design elements according to intuitive relationships such as similarity, patterns, dependence, proximity, etc.

Why: This method is a useful way to identify connections between issues and reveal innovation opportunities.



Learn Look Ask Try

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Learn Look Ask Try

Anthropometric Analysis

How: Use human population measurement data to check the coverage and suitability of the design solution to the target user group.

Why: This helps to identify a representative group of people for testing design concepts and evaluating the general usability of product or service details.

[Chris]



"I wouldn't be caught dead using moisturiser"

"I never buy after shave...I get it for Christmas"

"I read men's magazines sometimes, but I'd never buy one"

"I only really take vitamin C when I've got a cold"

"keeping fit isn't that important to me"

Learn Look Ask Try

Activity Analysis

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[Chris]



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"I only really take vitamin C when I've got a cold"

"keeping fit isn't that important to me"

Learn Look Ask Try

Character Profiles (Personas)

How: Based on Observations of real people, develop character profiles to represent archetypes and the details of their behaviour or lifestyles.

Why: This is a useful way to bring a typical customer to life to communicate the value of different concepts to various target groups.



Learn Look Ask Try

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Learn Look Ask Try

Cognitive Task Analysis

How: List and summarise all of a user's sensory inputs, decision points, and actions.

Why: This is good for understanding users' perceptual, attentional, and informational needs and to identify bottlenecks where errors may occur.



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Learn Look Ask Try

Competitive Product Survey

How: Collect, compare, and conduct evaluations of the product's, service's or system's competition.

Why: This is a useful way to establish functional requirements, performance standards, and other useful benchmarks.



Learn Look Ask Try

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Learn Look Ask Try

Cross-Cultural Comparisons

How: Use personal or published accounts to reveal differences in behaviours and artefacts between national and other cultural groups.

Why: This helps teams to understand various cultural factors and implications for their projects when designing for unfamiliar or global markets.



Learn Look Ask Try

Activity Analysis

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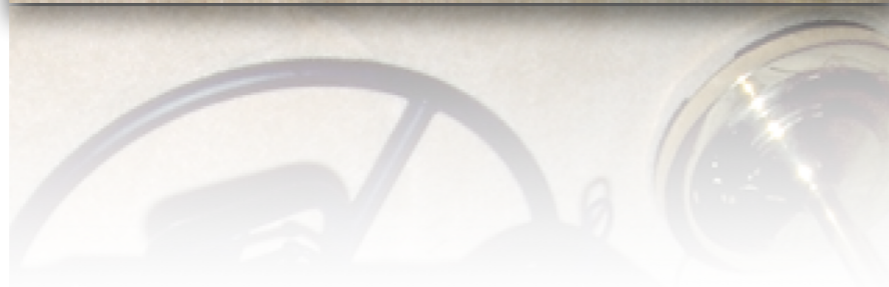


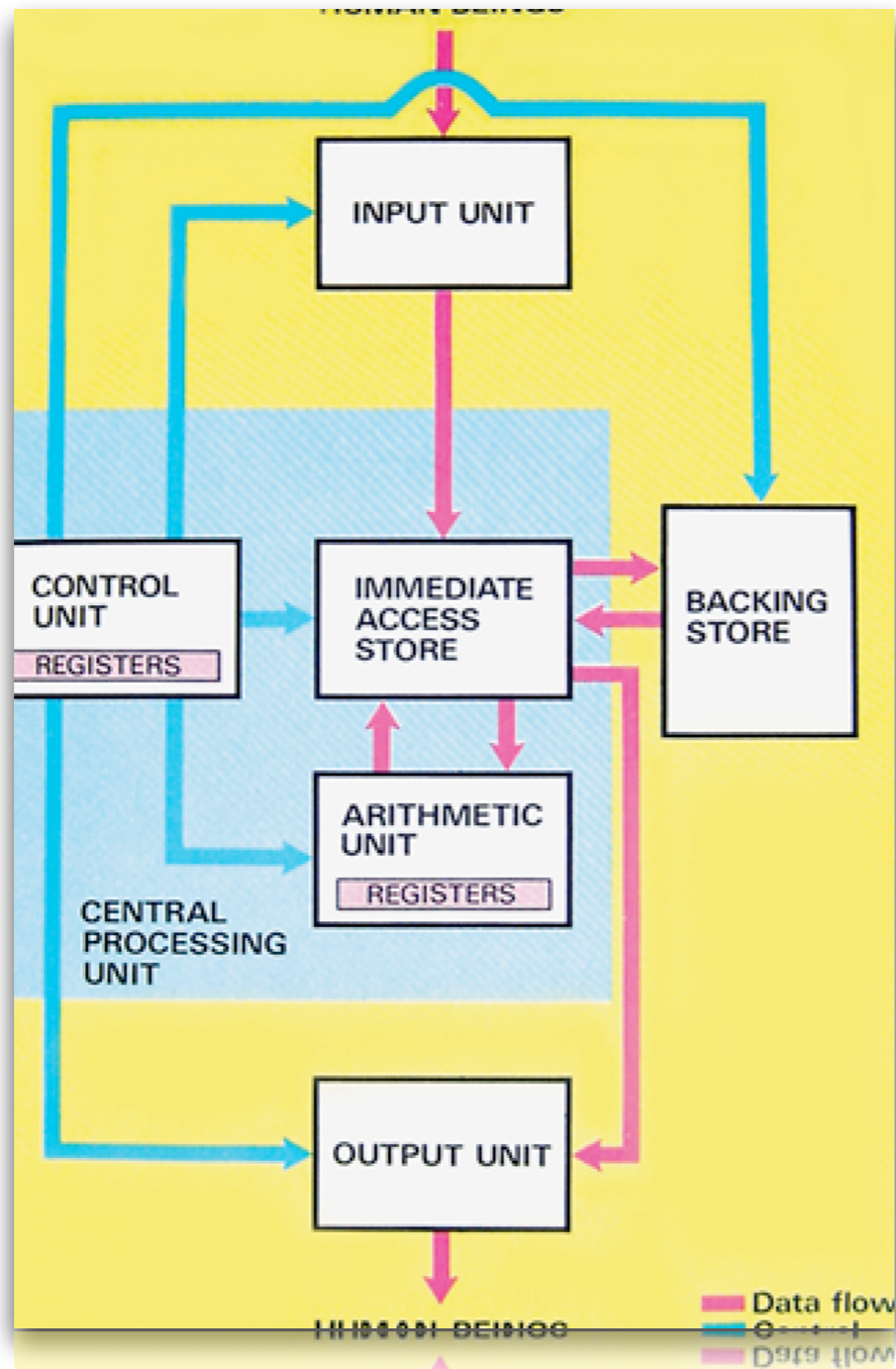
Learn Look Ask Try

Error Analysis

How: List all the things that can go wrong when using a product or service and determine the various possible causes and consequences.

Why: This is a good way to understand how design features mitigate or contribute to inevitable human errors and other failures.





Learn Look Ask Try

Activity Analysis

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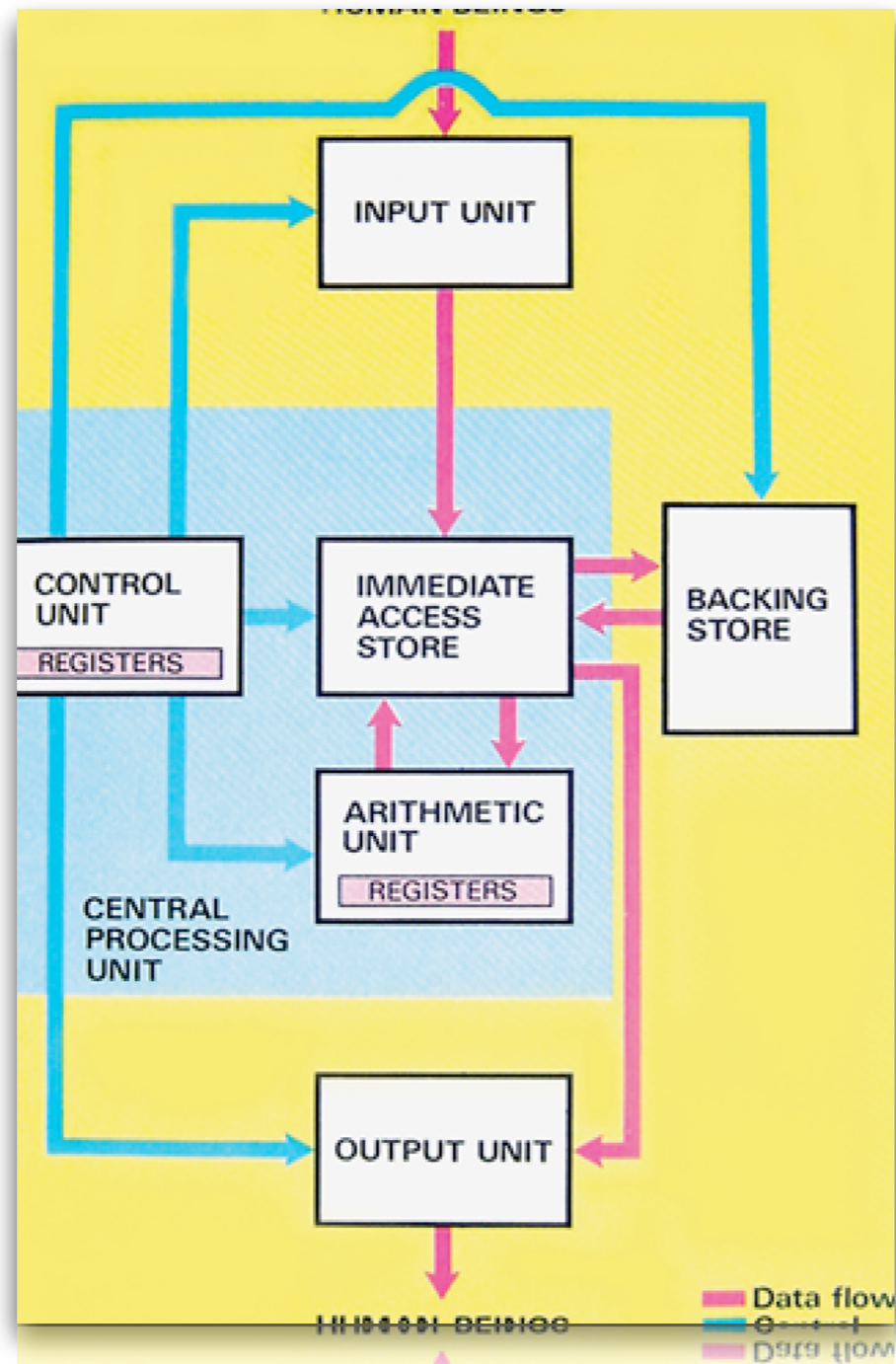
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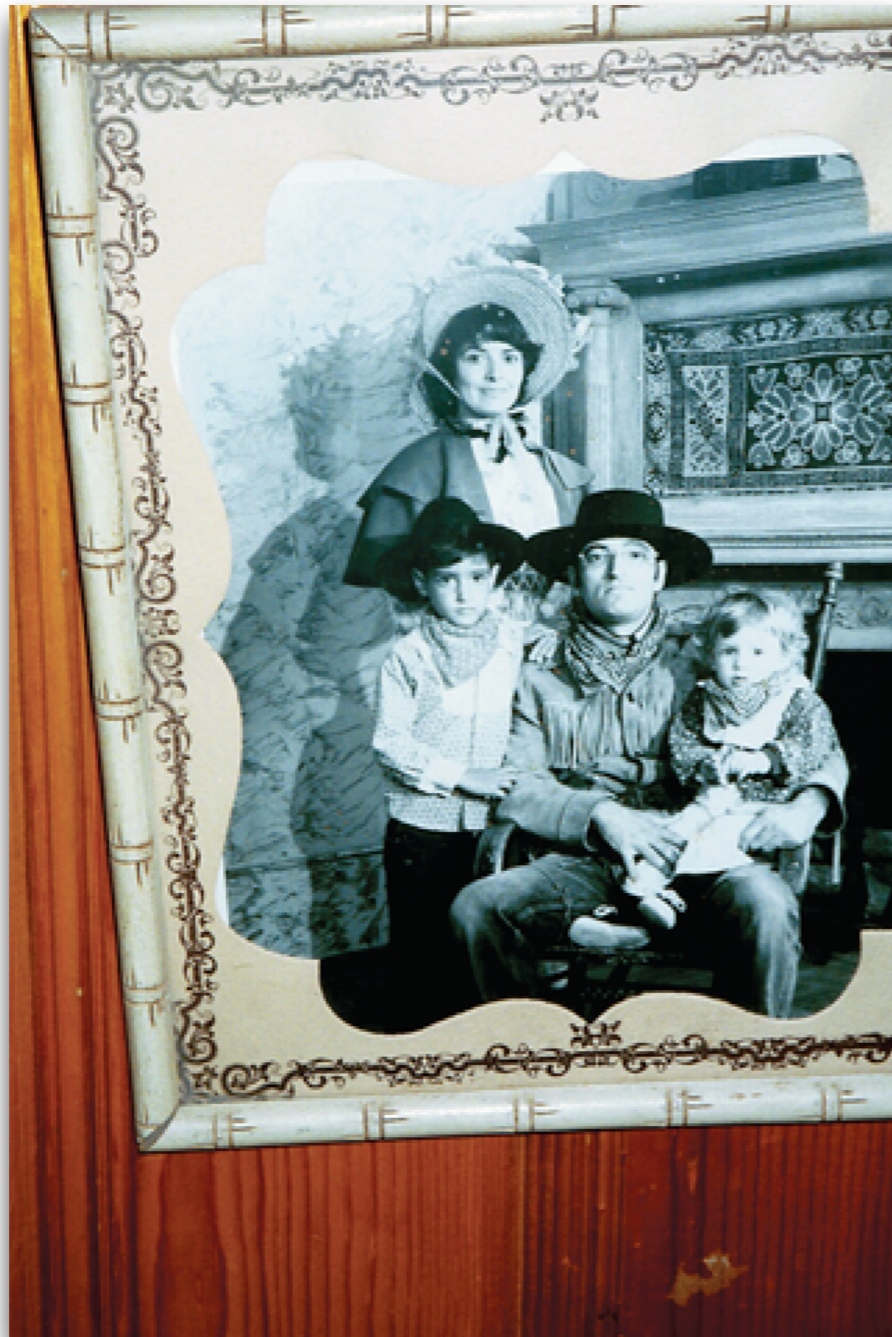


Learn Look Ask Try

Flow Analysis

How: Represent the flow of information or activity through all phases of a service, system or process.

Why: This is useful for identifying bottlenecks and opportunities for functional alternatives



Learn Look Ask Try

Activity Analysis

Affinity Diagrams

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Flow Analysis

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Secondary Research



Learn Look Ask Try

Historical Analysis

How: Compare features of an industry, organisation, group, market segment, or practice through various stages of development.

Why: This method helps to identify trends and cycles of product or service use, and customer behaviour and to project those patterns into the future.



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Learn Look Ask Try

Long-Range Forecasts

How: Write-up and/visualise visualise prose scenarios that describe how social and/or technological trends might influence people's behaviour and the use of product, service, or environment.

Why: Predicting changes in behaviour, industry, or technology can help clients to understand the profound implications of design decisions.



Learn Look Ask Try

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Learn Look Ask Try

Secondary Research

How: Review published articles, papers, and other pertinent documents to develop an informed point-of-view on the design issue.

Why: This is a useful way to ground observations and to develop a point-of-view on the state of the art.



Learn **Look** Ask Try

A Day in the Life

Behavioral Archaeology

Behavioral Mapping

Fly on the Wall

Guided Tours

Personal Inventory

Rapid Ethnography

Shadowing

Social Network Mapping

Still-Photo Survey

Time-Lapse Video



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Learn **Look** Ask Try

A Day in the Life

How: Catalog the activities and contexts that users experience throughout the entire day.

Why: This is a useful way to reveal unanticipated issues inherent in routines and circumstances people experience daily.



Learn **Look** Ask Try

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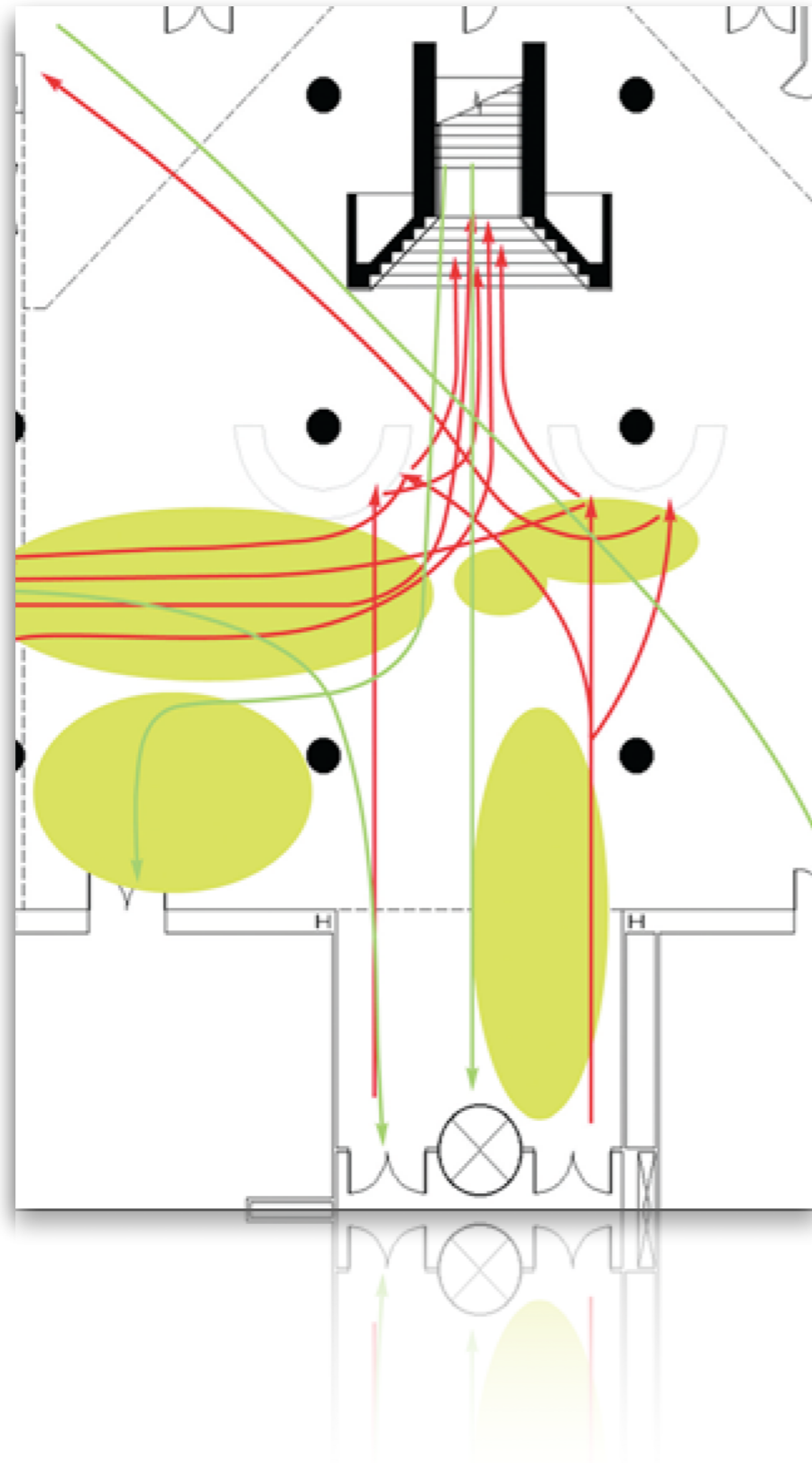


Learn Look Ask Try

Behavioural Archaeology

How: Look for the evidence of people's activities inherent in the placement, wear patterns, and organisation of places and things.

Why: This reveals how artefacts and environments figure in people's lives, highlighting aspects of their lifestyles, habits, priorities and values.



Learn **Look** Ask Try

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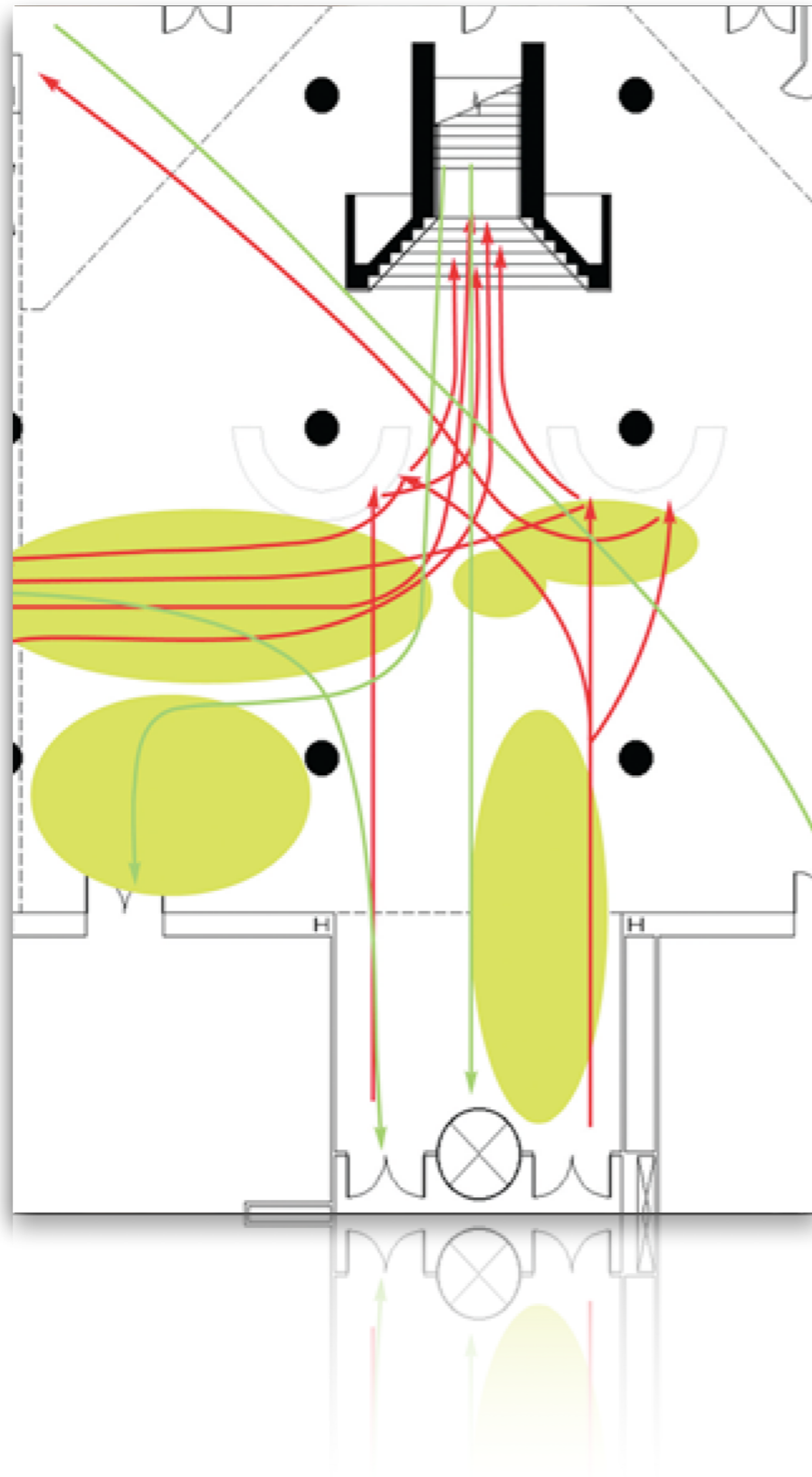
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Learn Look Ask Try

Behavioural Mapping

How: Track the positions and movement of people within a space over time.

Why: Recording the pathways and traffic patterns of occupants of a space helps to define zones of different spatial behaviour.



Learn **Look** Ask Try

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Learn Look Ask Try

Fly on the Wall

How: Observe and record behaviour within its context, without interfering with people's activities.

Why: It is useful to see what people actually do within real contexts and time-frames, rather than accept what they say after the fact.



Learn **Look** Ask Try

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Learn **Look** Ask Try

Guided Tours

How: Accompany participants on a guided tour of the project-relevant spaces and activities they experience.

Why: Making and exploration of objects and actions is situ helps people recall their intentions and values.



Learn **Look** Ask Try

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Learn **Look** Ask Try

Personal Inventory

How: Document the things that people identify as important to them as a way of cataloging evidence of their lifestyles.

Why: This method is useful for revealing people's activities, perceptions, and values as well as patterns among them.



Learn **Look** Ask Try

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Learn Look Ask Try

Rapid Ethnography

How: Spend as much time as you can with people relevant to the design topic. Establish their trust in order to visit and/or participate in their natural habitat and witness specific activities.

Why: This is a good way to achieve a deep firsthand understanding of habits, rituals natural language, and meanings around relevant activities and artefacts.



Learn **Look** Ask Try

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Learn **Look** Ask Try

Shadowing

How: Tag along with people to observe and understand their day-to-day routines, interactions and contexts.

Why: This is a valuable way to reveal design opportunities and show how a product or service might affect or compliment users' behaviour.



Learn **Look** Ask Try

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Still-Photo Survey

Time-Lapse Video



Learn Look Ask Try

Social Network Mapping

How: Notice different kinds of social relationships within a user group and map the network of their interactions.

Why: This is a useful way to understand inter-personal and professional relationship structures within workgroups.



Learn **Look** Ask Try

A Day in the Life

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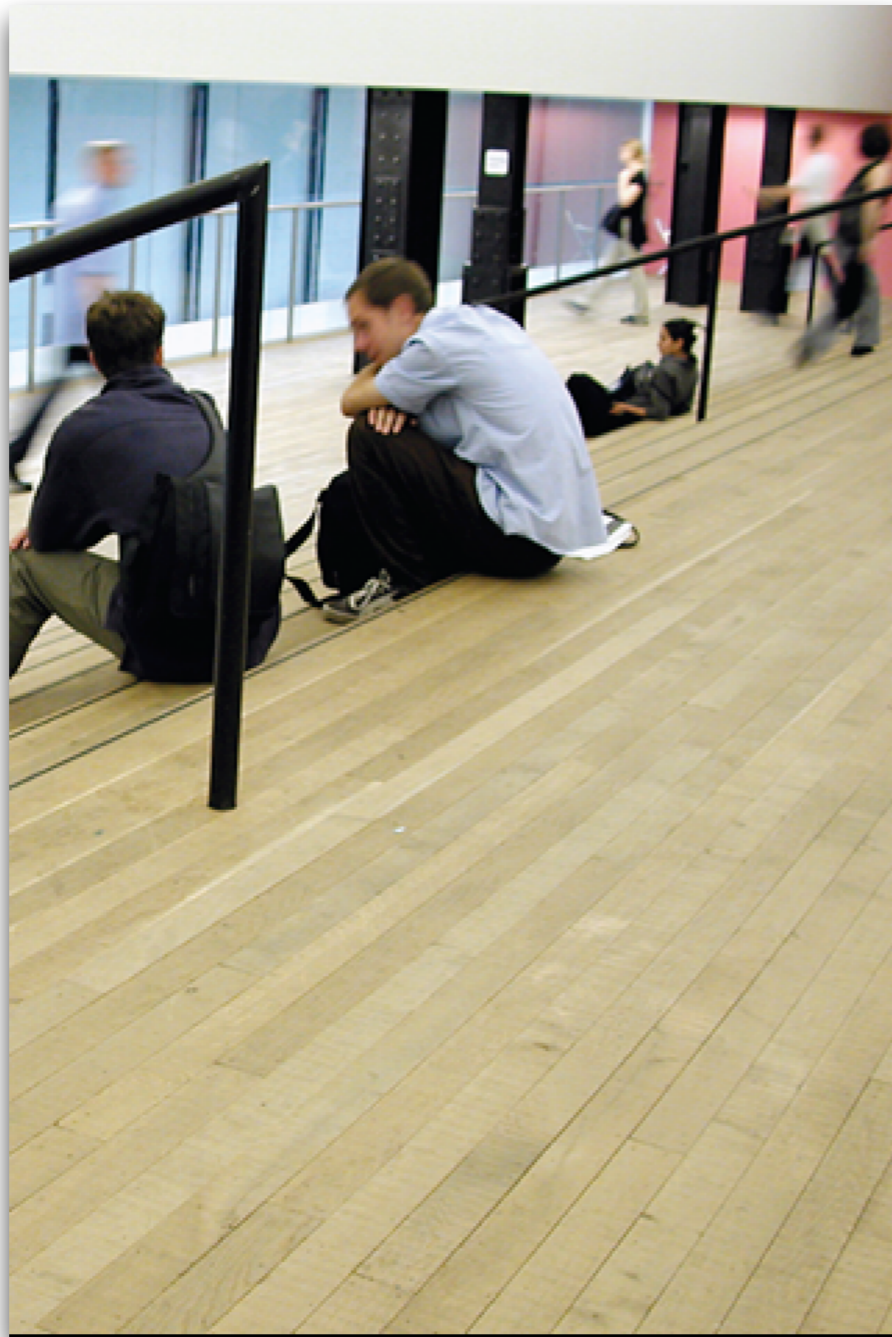


Learn Look Ask Try

Still-Photo Survey

How: Follow a planned shooting script and capture pictures of specific objects, activities, etc.

Why: The team can use this visual evidence to uncover patterns of behaviour and perceptions related to a particular product, service or context, as well as structure and inspire design ideas.



Learn **Look** Ask Try

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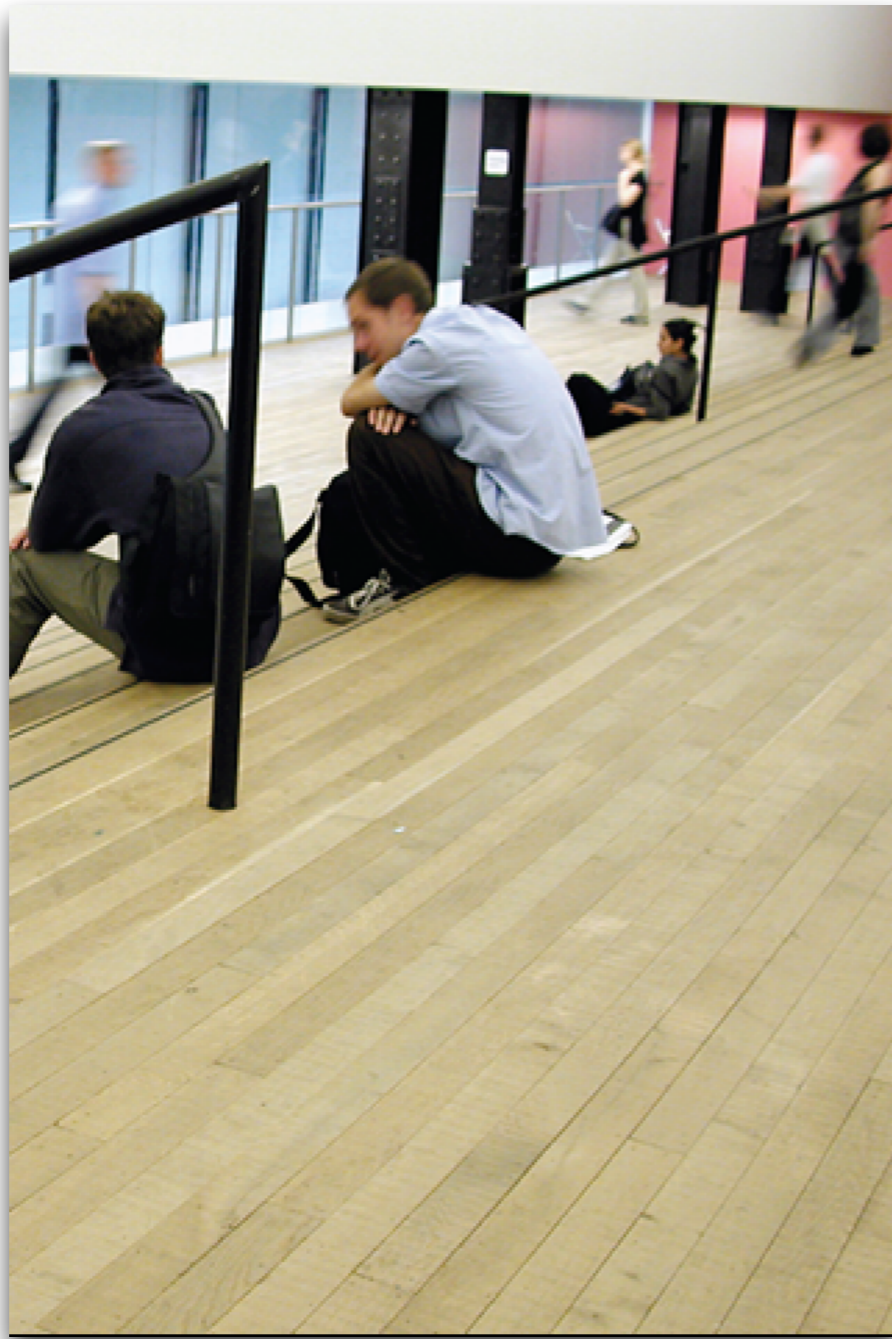
Rapid Ethnography

Shadowing

Social Network Mapping

Still-Photo Survey

Time-Lapse Video



Learn Look Ask Try

Time-Lapse Video

How: Set up a time-lapse camera to record movements in space over an extended period of time.

Why: Useful for providing an objective, longitudinal view of activity within a particular context.



Learn Look Ask **Try**

Behaviour Sampling

Be Your Customer

Bodystorming

Empathy Tools

Experience Prototype

Informance

Paper Prototyping

Predict Next Year's Headlines

Quick and Dirty Prototyping

Role-Playing

Scale Modelling

Scenarios

Scenario Testing

Try It Yourself



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Try It Yourself



Learn Look Ask **Try**

Behaviour Sampling

How: Give people a pager or phone and ask them to record and evaluate the situation they are in then it rings.

Why: This is a useful way to discover how products and services get integrated into people's routines in unanticipated ways.



Learn Look Ask Try

Behavior Sampling

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Try It Yourself



Learn Look Ask Try

Be Your Customer

How: Ask the client to describe, outline, or enact their typical customer's experience.

Why: This is a helpful way to reveal the client's perceptions of their customers and provide an informative contrast to actual customer experiences.



Learn Look Ask **Try**

Behavior Sampling

Be Your Customer

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Experience Prototype

Informance

Paper Prototyping

Predict Next Year's Headlines

Quick and Dirty Prototyping

Role-Playing

Scale Modeling

Scenarios

Scenario Testing

Try It Yourself



Learn Look Ask **Try**

Bodystorming

How: Set up a scenario and act out roles, with or without props, focusing on the intuitive responses prompted by the physical enactment.

Why: This method helps to quickly generate and test many context and behaviour-based concepts.



Learn Look Ask **Try**

Behavior Sampling

Be Your Customer

Bodystorming

Empathy Tools

Experience Prototype

Informance

Paper Prototyping

Predict Next Year's Headlines

Quick and Dirty Prototyping

Role-Playing

Scale Modeling

Scenarios

Scenario Testing

Try It Yourself



Learn Look Ask Try

Empathy Tools

How: Use tools like clouded glasses and weighted gloves to experience processes as though you yourself have the abilities of different users.

Why: This is an easy way to prompt an empathetic understanding for users with disabilities or special conditions.



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Experience Prototype

How: Quickly prototype a concept using available materials and use it in order to learn from a simulation of the experience using the product or service.

Why: This is useful for revealing unanticipated issues or needs, as well as evaluating ideas.





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How: Act out an “informative performance” scenario by role-playing insights or behaviour that you have witnessed or researched.

Why: This is a good way to communicate insight and build a shared understanding of a concept and its implications.



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Paper Prototyping

How: Rapidly sketch, layout, and evaluate interaction design concepts for basic usability.

Why: This is a good way to quickly organise, articulate, verbalise and visualise interaction design concepts.



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Predict Next Year's Headlines

How: Invite clients to project their company into the future, identifying how they want to develop and sustain customer relationships.

Why: based on customer-focused research, these predictions (projections) can help clients to define which design issues to pursue in product or service development.



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Quick and Dirty Prototyping

How: Using any materials available, quickly assemble possible forms or interactions for evaluation.

Why: This is a good way to communicate a concept to the team and evaluate how to refine the design.



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Role-Playing

How: Identify the stakeholders involved in the design problem and assign those roles to members of the team.

Why: By enacting the activities within a real or imagined context, the team can trigger empathy for actual users and raise other relevant issues.



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Scale Modelling

How: Use scaled, generic architectural model components to design spaces with the client, team and/or users.

Why: This spatial prototyping tool provides a way to raise issues and respond to the underlying needs of different stakeholders.



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Scenarios

How: Illustrate a character-rich story line describing the context of use for a product or service.

Why: This process helps to communicate and test the essence of a design idea within its probable context of use. It is especially useful for the evaluation of service or product concepts.





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Scenario Testing

How: Show users a series of cards depicting possible future scenarios and invite them to share their reactions.

Why: Useful for compiling a feature set within a possible context of use as well as communicating the value of a concept to clients.



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Try It Yourself

How: Use the product, service or prototype you are designing.

Why: Trying the product or service being designed prompts the team to appreciate the experience the actual users might have.

