

OBSERVEER IEMANDS GEBRUIKSCONTEXT

1. Zoek een participant

Age: 26

Male/Female: Male

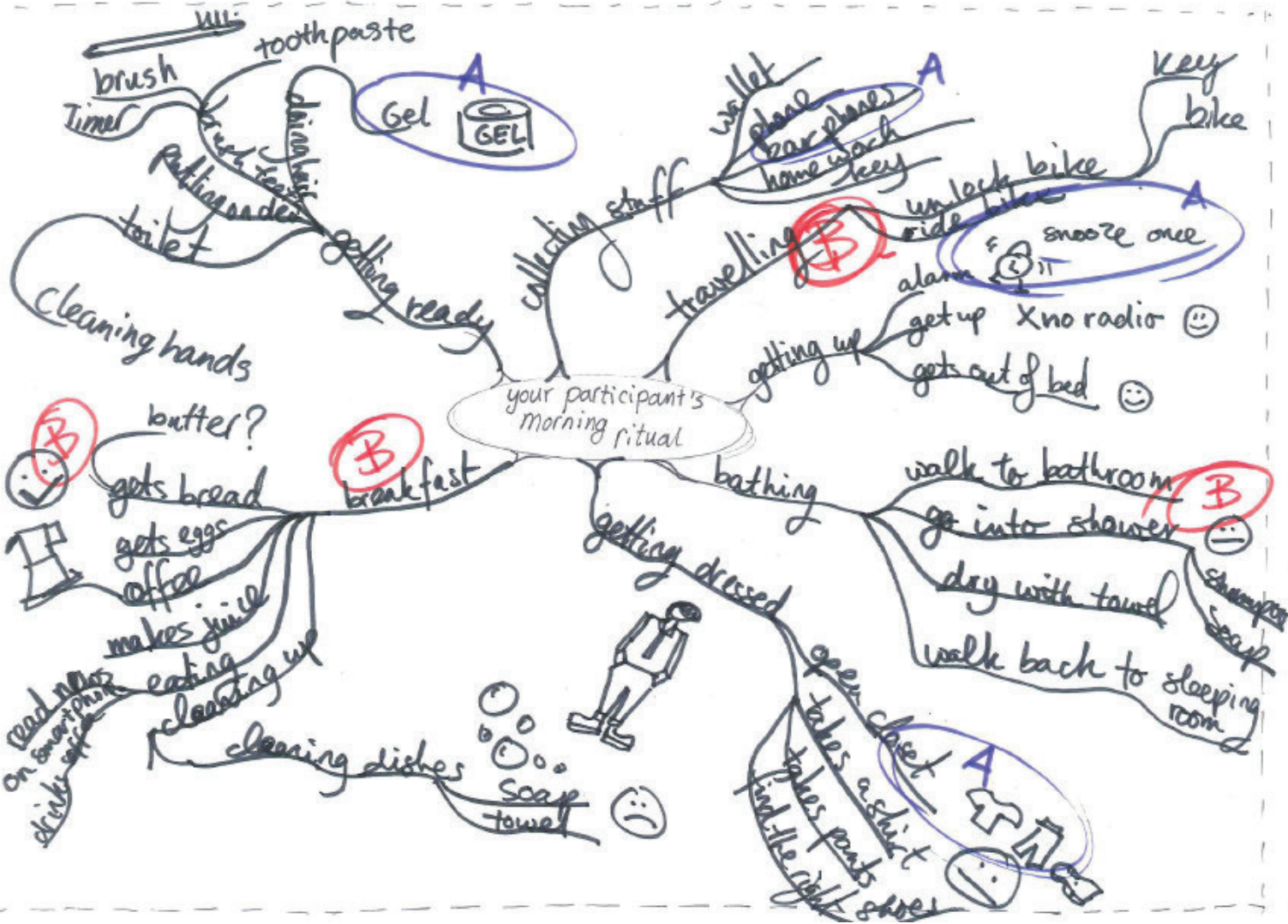
Occupation: Student philosophy / civil engineering & has an internship at a big multinational in Rotterdam

Additional information: Lives in Delft. Loves outdoor sports.



draw your participant here

2. Mindmap ochtendritueel van participant



3. Controleer je aannames

(A) Most certain:

- Gel in hair -
- Snoozing once -
- Difficulties in choosing outfit -

Because: He always talks about his love for snoozing, difficulties with choosing clothes + he always has his hair done

(B) Least certain:

- Traveling in the morning -
- Routine around shower/bathroom -
- What he eats for breakfast -

Because: I don't know these details about him

4. Voorbereiden veldonderzoek

Interview Guide

Topic:

- 1: Time Management
 - How much time do you have in the morning?
 - Do you experience moments of stress?
- B: Bathing
 - When do you enter the bathroom in your morning routine?
 - How long does it usually take?
 - What do you like the most from this part?
- B: Breakfast
 - What do you eat for breakfast in the morning?
 - What do you experience while eating that?
 - Do you prepare food for later in the day?
- 4: Collecting things
 - Do you prepare your bag in the morning? → what do you pack?
 - Is there something you always have to bring? Why?
- B: Traveling
 - How do you get to your internship?
 - ~~How~~ Why do you choose this way of traveling?
 - Who is involved?

Timeline interview tips

- Layer 1**
WHAT is it?
Describe the things you do (factual)
- Layer 2**
HOW does it feel?
Indicate the good and bad moments (emotional)
- Layer 3**
WHY does it feel that way?
Explain why the good are good and the bad are bad (motivations)
- Layer 4**
WHAT ELSE?
Ask further explanations, using the topics on the left

Example →

- Topics
- 1: Stress
 - What are stress moments?
 - What causes this?
 - Who is involved?
 - 2: Food
 -

Social map interview tips

- Layer 1**
WHO are they?
Describe the people that play a part in the story of your morning ritual. Place those that play an important role in your story closer to the center.
- Layer 2**
HOW do they fit in the morning ritual?
Describe why each one is important: what do they do for you in your morning ritual?
What are the relations between them, and with you? What do you do for or with each other?
- Layer 3**
WHY is this important for you?
How do they relate to the topics on the left?

Tips:
Finish each layer before you begin the next one. Of course it is not forbidden to add things later.
Ask questions in a personal way: 'how does that make you feel?', 'can you give an (other) example of that?'

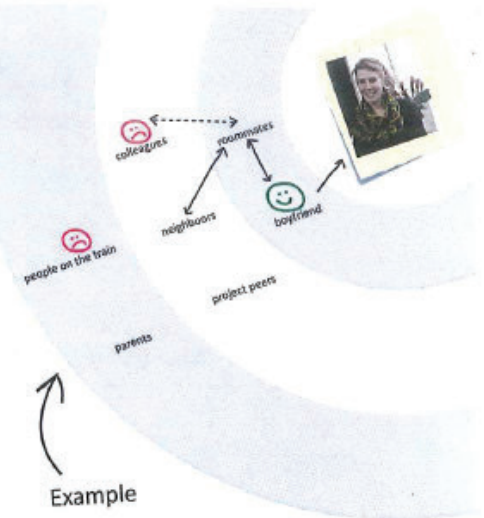
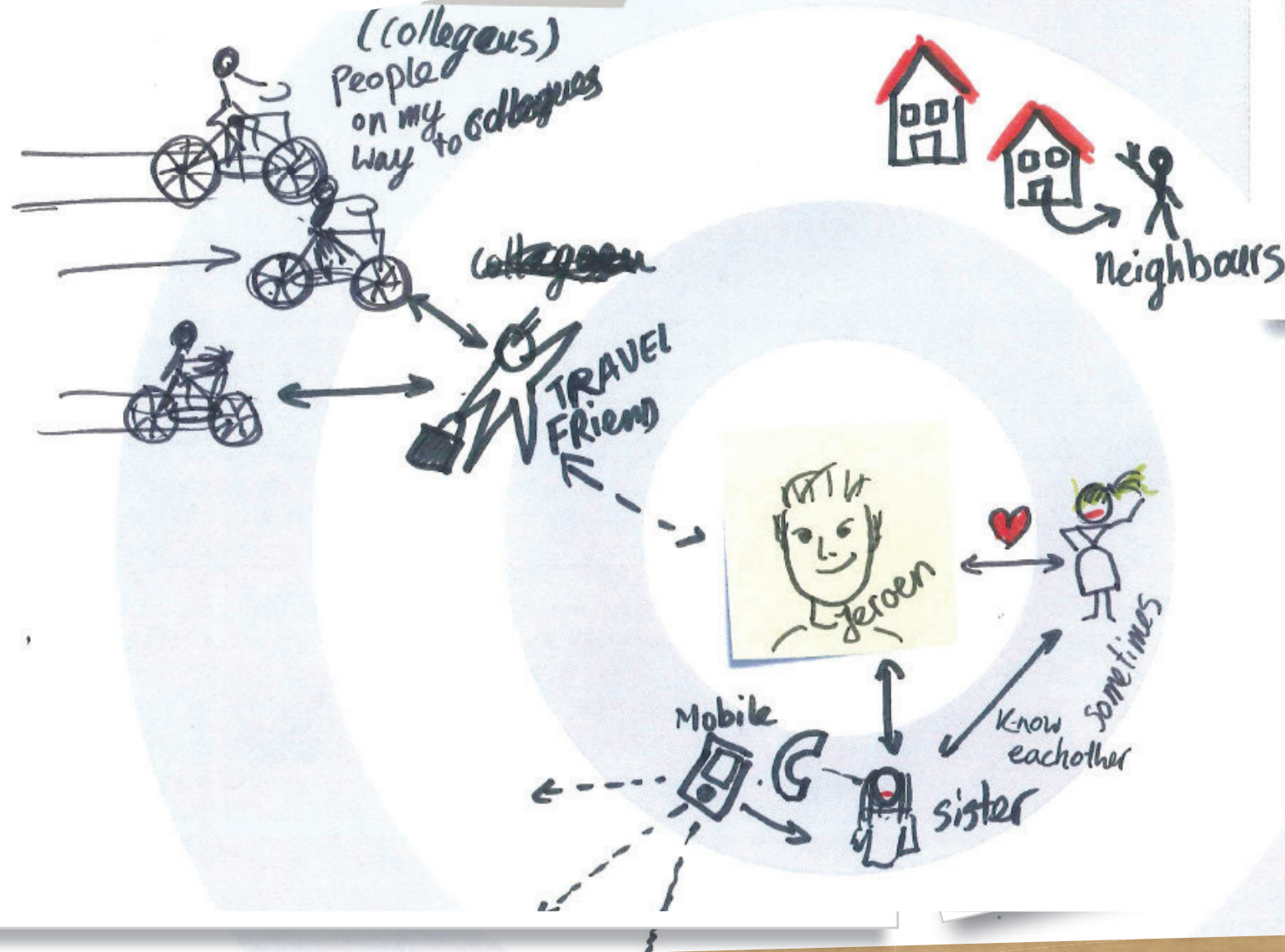
5. Uitvoeren veldonderzoek

Stap 1: Tijdlijn hulpmiddel



5. Uitvoeren veldonderzoek

Stap 2: Sociale plattegrond



5. Uitvoeren veldonderzoek

Stap 3: De doorloop



6. Visualiseer je belangrijkste inzichten

