

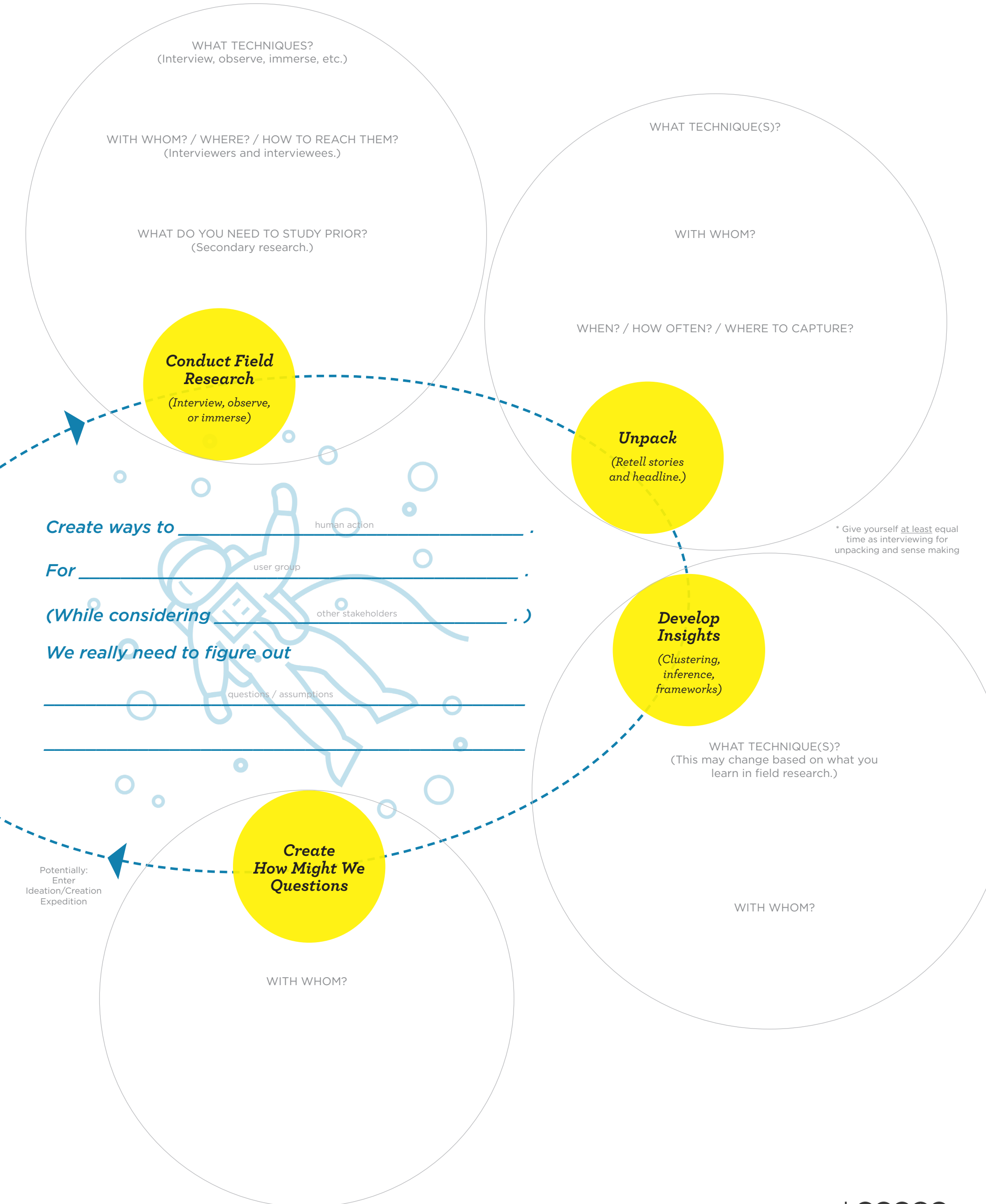
ETHNOGRAPHY EXPEDITION

A flight plan for design exploration



ETHNOGRAPHY EXPEDITION PLAN

An ethnography expedition enables you to gain understanding, discover insights, and (re)frame design opportunities. Below is a generic sequence of methods for the work. Outline the specific steps for your expedition.



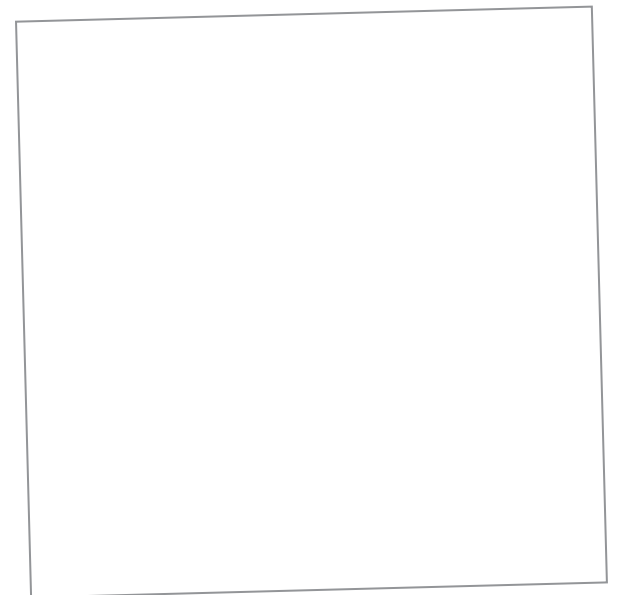
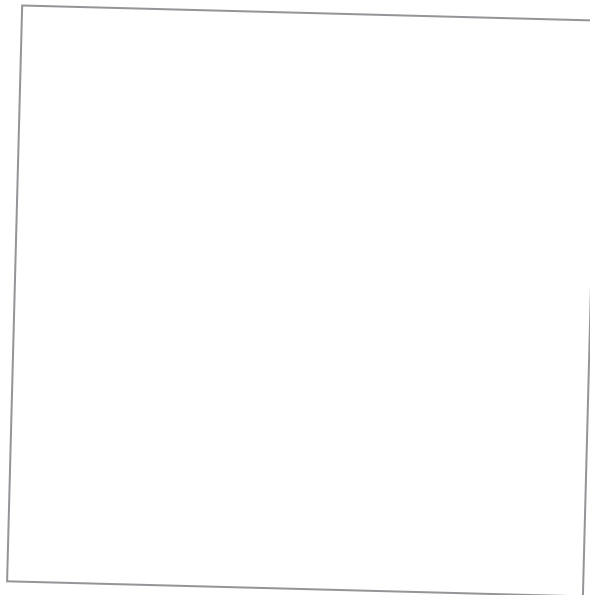
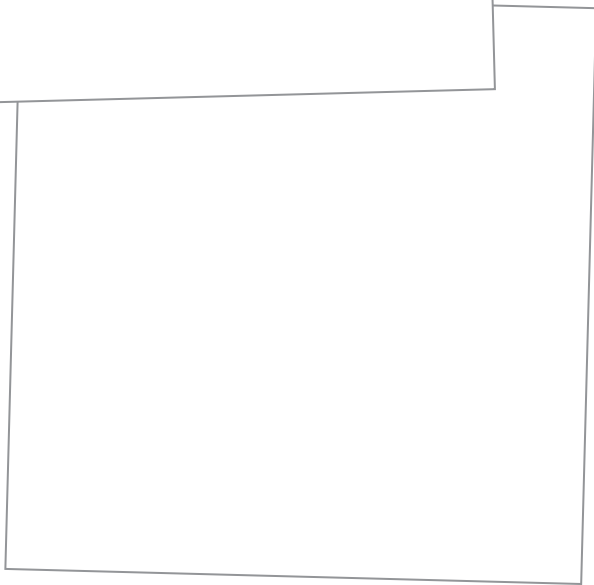
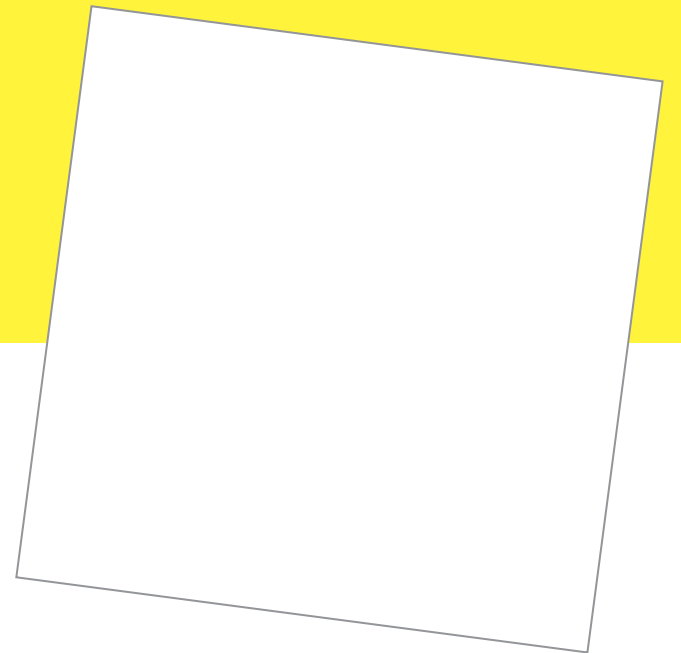
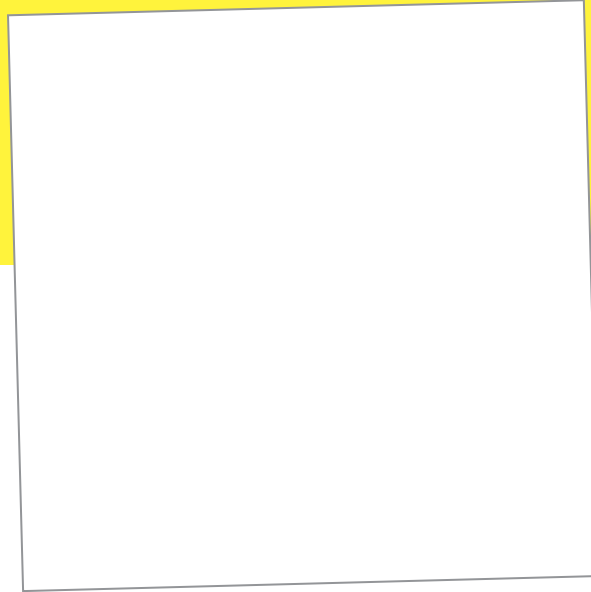
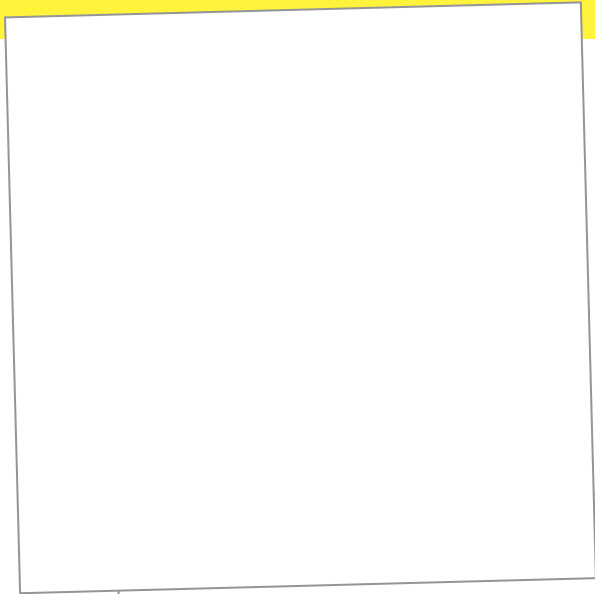
UNPACK AND INFER

WHAT DO YOU NOTICE? WHAT MIGHT IT MEAN?

Interviewee:

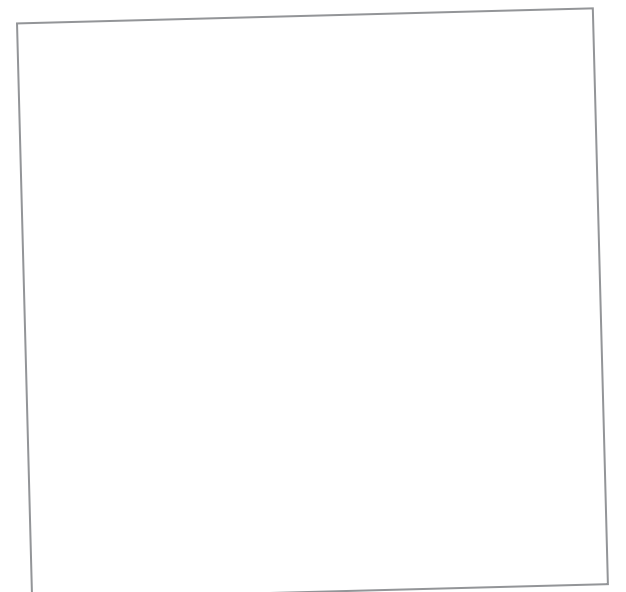
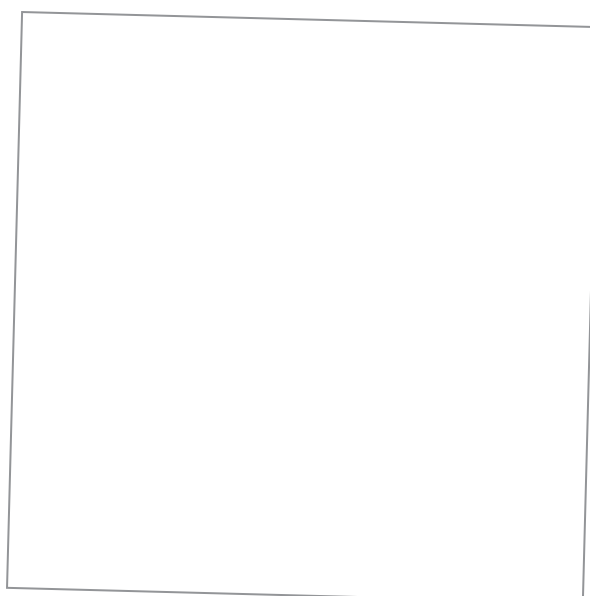
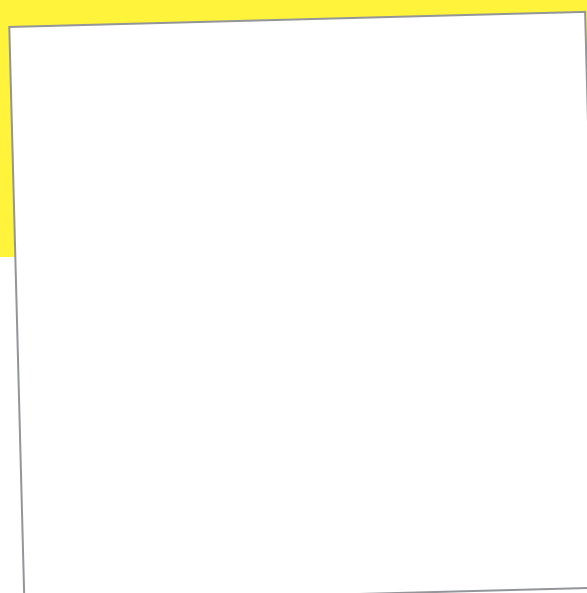
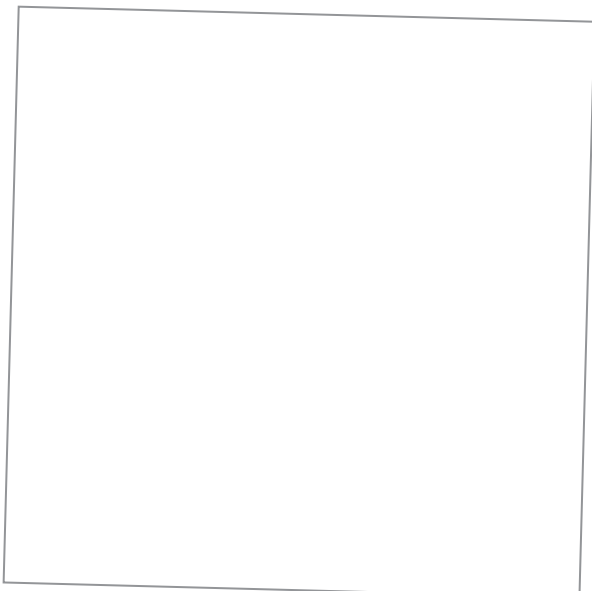
TELLING, SURPRISING, IN TENSION

(What do you notice?)



“WE WONDER IF THIS MEANS ...”

(From what you noticed, infer the meaning)



DESIGN OPPORTUNITIES

WHAT NEW INSIGHTS AND OPPORTUNITIES DID YOU DISCOVER?

Select a person (or subset of people) you interviewed and write the four sentence below to describe and contextualize a new design opportunity.

WE MET...

[person/stakeholder you were inspired by]

PERSON
(and indicate what sub-group they might represent)

WE WERE STRUCK BY...

[something telling, surprising, in tension]

OBSERVATION

WE WONDER IF THIS MEANS...

[a potential human insight — that gives you direction]

INSIGHT

The above insight reveals these new opportunities.

HOW MIGHT WE ...

[write 2-3; don't dictate a solution]

QUESTION THAT CAPTURES AN OPPORTUNITY

QUESTION THAT CAPTURES AN OPPORTUNITY

“HOW-MIGHT-WE” QUESTIONS

TURN INSIGHTS INTO ACTIONABLE PROVOCATIONS

AN EXAMPLE

Imagine you are in the ice cream business and you have an insight/perspective:

**“Sharing an ice cream cone is a uniquely tender moment.
How could we build our business around this?”**

You might create the following How-Might-We questions:

Amp up the good (or lessen the bad):

HMW make the “tandem” of ice cream cones?
HMW make an ice cream shop the perfect first date venue?

Focus on emotions:

HMW help a father shows his love to his daughter with an ice cream cone?
HMW design an ice cream cone to say goodbye?
HMW make the “I’m sorry” ice cream experience?

Question an assumption:

HMW share ice cream without a cone or cup?

Create an analogy from insight or context:

HMW make ice cream like a therapy session?

Focus in on an element:

HMW amplify and celebrate the dripping of ice cream?

Take it to an extreme:

HMW make a mourning ice cream experience?

**Your insight(s)
/ perspective:**

AMP UP THE GOOD AND FOCUS ON EMOTIONS

FLIP ASSUMPTIONS AND ANALOGY

FOCUS IN AND TAKE IT TO AN EXTREME

ETHNOGRAPHY EXPEDITION RESULTS

WHAT DID YOU LEARN? HOW DOES THAT INFLUENCE THE PROJECT?

Use the below to summarize takeaways from this expedition.

WHAT YOU DID

Who spoken to, what observed, where, etc.

TOP INSIGHTS

New insights from this expedition

-
-
-

HOW-MIGHT-WE QUESTIONS

Framings of new opportunities

-
-
-