



Plan Your Research

Work with your design team to identify potential people you want to talk with and places or activities you want to observe as part of your field research. Then, brainstorm questions you would like to ask.

Who?

When considering who to talk to and learn from, seek out the voice of both extreme as well as mainstream users.

Where?

Think of where you might go and what you might observe to get a fresh perspective. Consider learning from analogous experiences, too!

What are you curious to learn?

Before heading out to talk with people and make observations, capture some of the questions you want to ask. Start off with easy, nonintrusive warm-up questions and make people feel comfortable before jumping into some of the larger, aspirational questions relevant to your design challenge. Try asking "Draw me", "Show me", "Tell me a story", and "5 Whys?" questions.
