

Contextual Inquiry Field Notes

Notes taken on iPad and transferred to document for clarity.

1. Introduction
 - a. User engaged in listening to script and preparing for upcoming tasks
 - b. Good environment with user sitting next to interviewer, seated in front of computer so interviewer is able to observe screen as well
2. Background
 - a. User engaging well with interviewer and questions
 - b. Thinking through all answers
 - c. Well thought out
3. Observation of Tasks/User Activities
 - a. Searched most terms as they had been delivered via the script
 - b. Navigates google very well
 - c. No issues with searching
 - d. Activity 1
 - i. Initially browsing through information
 - ii. Not drawn to advertisements
 - iii. Questions how environmental topics lead to sustainability in this search
 - iv. Information overload on numerous sites
 - v. Not inviting
 - vi. Pictures and font size important
 - vii. Likes to see concise and valuable information
 - e. Activity 2
 - i. Not drawn to anything in particular
 - ii. Likes clear organization
 - iii. Easy to navigate—very important
 - iv. Pictures and data are key
 - v. Slower to go to actual sites, lead by my questions here a bit more
 - f. Activity 3
 - i. Looked up nutpods creamer and lindt chocolate
 - ii. Engaging with the search options
 - iii. Able to come to conclusion quickly
 - iv. Partially depended on the data presented in the google format that pops up first
 - v. Initial information in search is critical
4. Problems/Feedback
 - a. User did not express any major issues with tasks
 - b. Answers were mostly short with a simple “no”
5. Additional Methods
 - a. Would like to see clear information come through a newsletter

- b. User will search, but not all the time
 - c. Would want latest info delivered to inbox
- 6. Wrap-up
 - a. Practical methods best to educate others
 - b. Found questions interesting
- 7. Closing
 - a. Good ending with thank you. No further discussion.