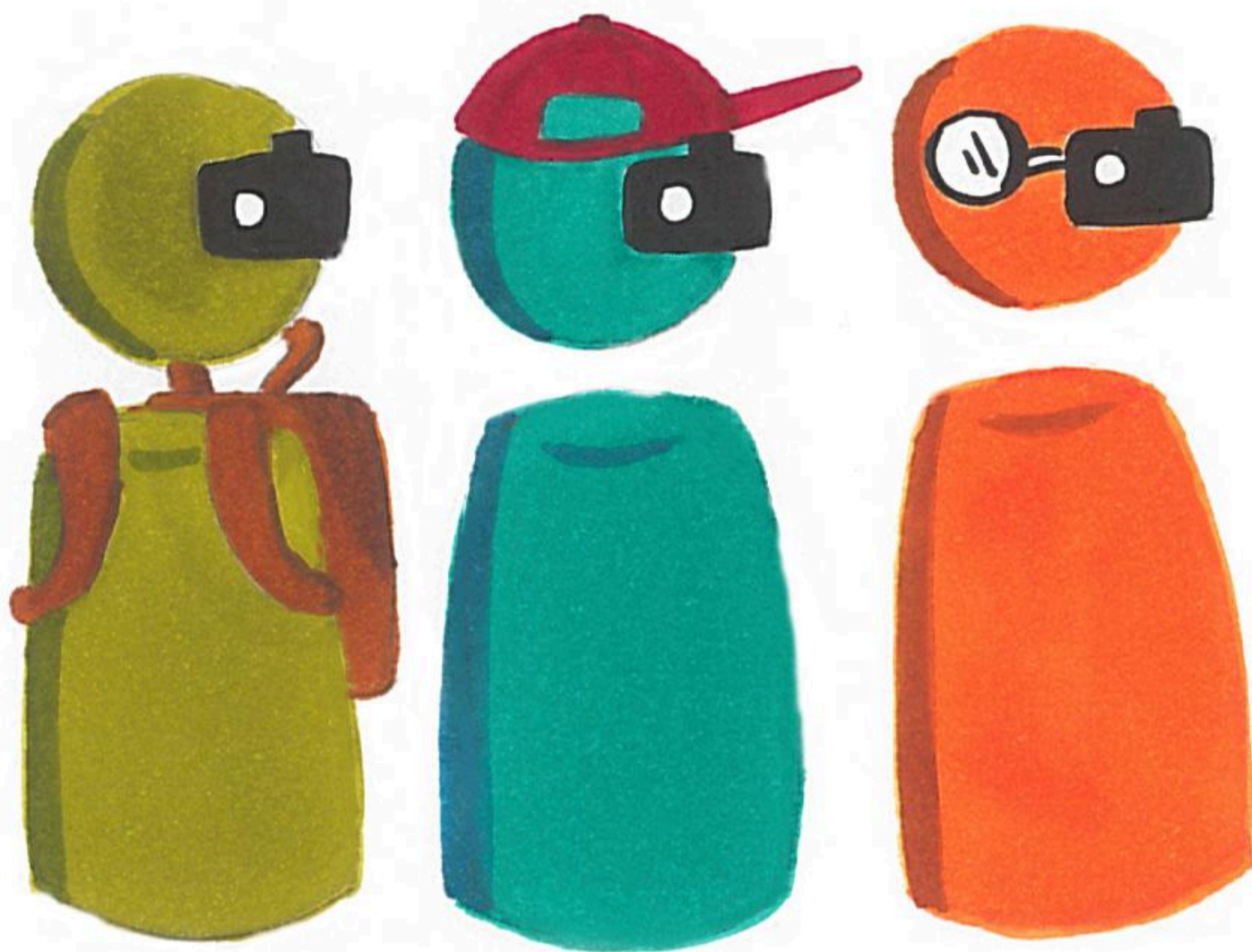


User-Generated Research



User-Generated Research

What it is:

In this activity your design team asks several of your target users to create a photo journal that you can analyze.

Why to do it:

This activity will help you engage users to develop research directly from their own experiences. It aligns with the mindsets of Practice Empathy and Act to Learn.

When to do it:

User Generated Research is a part of the Discover phase, but is useful anytime you want to target the needs of a specific group of people.

How to do it:

- Gather your team and review your challenge.
- Decide what you want to learn from doing user-generated research
- Brainstorm a list of key user types in the challenge
- Pick 1-3 key user types and identify specific people within the user type(s) with whom you can work.
- Ask these specific people to document their lives by creating a photo journal of their experiences.
- The photo journal can be less than a day to a week or more. Pick a duration that allows you to gain insight into the user's life based on what is most relevant for the challenge.
- Encourage the user to photograph as much as possible, no matter how mundane or unrelated it may seem at the time.
- At the end of each day, the user should go through the photos and pick 6-10 to annotate.
- When you receive the photo journal, create your own annotations as you review the entries.

Resources:

- User Generated Research Organizer for Journal Entries
- User Generated Research Organizer for Design Team
- User Generated Research Helpful Hints

User-Generated Research Organizer For Journal Entries

(Template for photo journal entries, make multiple copies.)

Photograph and Order #: Place photograph here and number the photos you've chosen in order...

Annotate Photo:

Where is this and what is happening?

Who was with you?

What thoughts were you having?

How were you feeling at the time, and now?

User-Generated Research Organizer for Design Team

(Template for designer/design team, make multiple copies)

Photograph #:

Surprises: Does anything stand out or surprise you?

User Experience: What does the entry tell you about the user's experiences?

Insights: Jot down any insights that might be relevant to this challenge....

User-Generated Research Resources

Helpful Hints:

- When planning the duration, consider different types of information that can inform the challenge.
- Encourage the user to review and annotate their photos at the end of each day at the latest so that the details are fresh.
- Depending on age and written and spoken language fluency, users can skip the annotation of the photos and showcase their photos alone or tell you about it directly.