



# Noticing

Instructor: Rob Faludi  
Class 4

# Plan for Today

---

- Twenty Drawings Presentations
- surveys
- interviews
- interviews exercise
- break
- focus groups
- focus groups prep
- Readings & Assignments

# Twenty Drawings

---

- Display your pictures in a gallery
- First, we'll walk around and view the artifacts of your seeing
- Second, you'll give us a tour of a few of your drawings to highlight insights



# Listening to People



# Things to Notice

---

- Behaviors
- Attitudes
- Aspirations
- Timings
- Life stage
- Culture
- Homemade solutions
- Patterns
- Values
- Exceptions



# Surveys are Great

---

- quantify problem
- test assumptions
- fast
- cheap
- big samples are possible
- randomization is possible
- multiple variables
- casts a wide net
- confirmatory
- can also be exploratory



# Surveys Suck

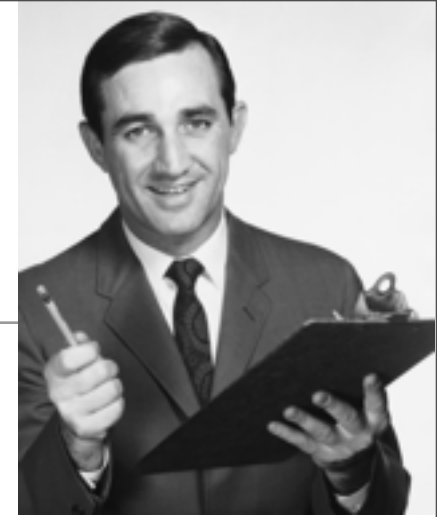
---

- hard to write well
- require testing
- recruiting needed
- self-selection
- sample bias is likely
  - motivation, boredom
- statements versus actions
- exploratory is always in *your* language
- hard to generate new ideas
- hard to follow up



# How to survey

---



- What's the worst survey?
- What's the best?
- Qualify your respondents: by how you request and inside the survey
- Don't bore them:
  - listing every account they have and their satisfaction with each
  - requesting outside information
  - hiding length of survey
  - Making them recall counts
- It's better if they know the answers to your question
- Ask only one thing at a time
- Avoid bias: framing, anchoring, ceilings, leading questions
- Help them: make suggestions, use examples, limit ranking options
- Payoff could be cash or information
- Dropout rate 5-10% so easy questions first
- Test, test, test!
- Ethics: privacy, storage, deletion, anonymity, data sharing
- SurveyMonkey Audiences



# Personal Interviews

---

- People are the most interesting object in the room
- notice them by talking to them
- ...and notice them by observing their behavior
- what do they say?
- how do they say it?
- how do they position themselves?
- what are they wearing?
- how are they put together?
- find out who the person is, what is important to them, who they'd like to be, what motivates them and what doesn't
- how they are different from your expectations?



# One-on-ones

---

- warm-ups and small talk build rapport and create ease
- giving them authority to speak
- ask questions only *they* know the answer to: where they bought something, when, who, etc. Not which one is the best.
- pay attention to their answers so you can follow up
- be prepared with questions
- open-ended questions are best
- probe and expand to learn as much as you can
- improvise with new questions
- don't push if they become uncomfortable
- redirect as needed to stay on topic
- end with the hard questions



# Friendship Pairs

---

- friend is encouraged to challenge and elaborate
- two or three people
- use them to draw each other out
- how do other people see them?
- when connections are important
- keeps it real



# Interviewing Exercise: Conjuring the Big Picture

---

- Goal: find out who the person is, what is important to them, who they'd like to be, what motivates them and what doesn't
- Start with how they organize their computer or phone: time, topic, recency, planned organizations?
- Do they do it differently in email, documents, apps, taskbar/dock?
- Do they do it similarly or differently in their closet or kitchen or life? Why? Who does it differently?
- Start to determine their desire for structure and what types of frameworks appeal to them.
- Who are they? What is important to them? What motivates them and what doesn't? Who do they aspire to be?
- Make a list of your determinations (and it's okay to be wrong)



# Focus Groups



# Focus Groups

---

- qualitative
- what, why and who, rather than how much
- easy to get new ideas
- learning in *their* language
- building on ideas
- reacting to other perspectives
- egging each other on
- probing each other
- easy to follow up





# Focus Group Procedure

---

- Recruitment and sessions
- Procedure: 2 groups, 3 topic areas, 3 leaders
- Leader role, participation
- Stay flexible



# Focus Group Tips

---

- Recordings only for backup.
- Stimulate group discussions.
- Manage the conversation.





# Focus Group Tips

---

- Moderate!
- Open-ended questions, examples.
- Seek edge cases
- Dig deeper



# Focus Group Tips

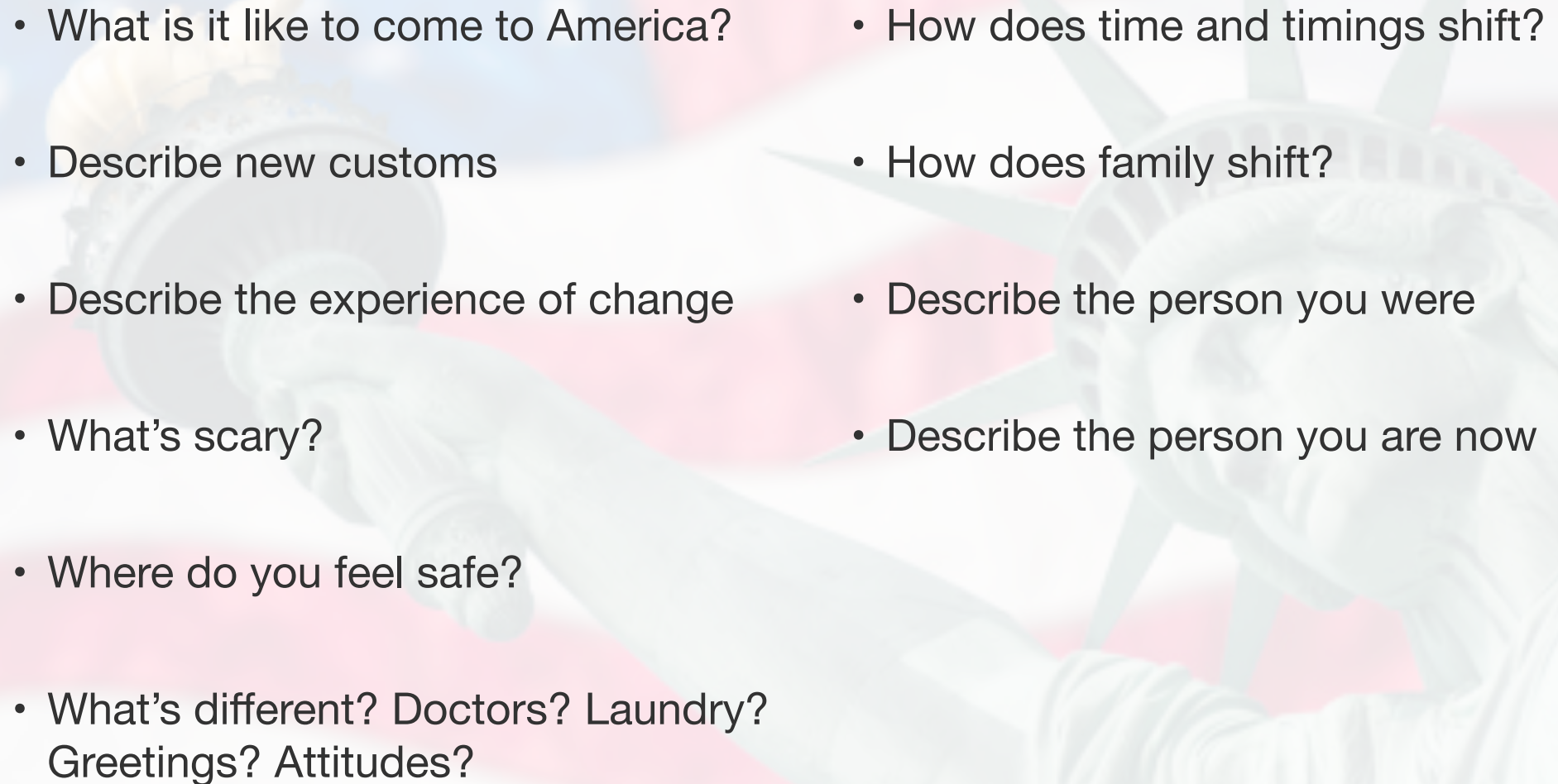
---

- Be yourself
- Afterwards:
  - notes
  - discussion
  - description
- Guide for thinking



# Focus Group Exercise: Coming to America

---

- 
- What is it like to come to America?
  - Describe new customs
  - Describe the experience of change
  - What's scary?
  - Where do you feel safe?
  - What's different? Doctors? Laundry? Greetings? Attitudes?
  - How does time and timings shift?
  - How does family shift?
  - Describe the person you were
  - Describe the person you are now



# Focus Group Exercise: Being American

---

- What does it mean to be an American?
- When do you eat dinner?
- What kind of person eats later? Earlier?
- Whom do you admire?
- Where do you feel safe?
- What's scary for you?
- How do you apologize?
- Tell us a story about apologizing
- What is the script for going to a party?
- What are the exceptions?
- What kind of person makes those exceptions?
- What is it like to be with non-Americans?

# Focus Groups Prep Workshop

---

- Create the discussion guide for your topic:
  - Divide into groups
  - Brainstorm topics
  - Roughly divide topic areas
  - Elect discussion leaders



# Focus Group Summaries

---

- Create a summary of your experience that tells:
  - all the striking quotes that you heard
  - what did you learn? what surprised you? what ran according to your expectations? what did you believe and what information was suspect?
  - what are some projects that might address what you heard specifically?
  - what are some projects that might react to the people *themselves*, or to them as a *group*?
  - what data is still missing and what further research would you recommend?



# Focus Groups Plan

---

- When and where?





# Final Project

---

1. develop a Noticing Plan for a classmate around their desired question, topic or project
2. present to your classmate and revise together
3. execute the Noticing Plan given to you
4. create a summary of what you did, how it felt, how you pushed your boundaries, most effective parts, what you uncovered or discovered and what's next for you to notice





# Readings and Assignments

---

- Readings
  - Watching the English
- Assignment
  - Focus Group Assignment
  - Select a final project topic and request classmates to create your noticing plan
  - Refrigerator Pictures