



try it yourself

try it yourself

This method is the best way to "put the shoes" of the user. While it is useful to observe and analyze, trying to experience the same as them, can get first hand information that it is impossible to achieve by other methods.

- It not only requires a short period of time, it is best if experienced repeatedly to understand the influence of external actors can vary each day.
- For example, a store address, or phone calls.



focus groups

focus groups

A small group of people is selected to have a guided discussion about a selected idea or issue.

- This qualitative method is used to learn from clients sharing their thoughts, opinions, feelings, attitudes and misconceptions about an issue in an intimate setting.
- A facilitator or moderator is required. Focus groups deliver insights to people views and opinions and for Service Design it is an interesting method to identify what people really think about a service and get their opinions on new ideas, improvements, barriers etc.
- Focus groups have been used to talk to a group of clients about their experience with service hotlines to identify what is perceived as important service features.
- This method of investigation can be used to generate and filter ideas, too.



observation

observation

Provides information about the daily life of consumers through the collection of images of their environment / habitat.

- Your environment
- Its activities, interests

- Consumers are the stars and allow us to get closer to their lifestyles, their attitudes, behaviors, habits and customs, and others.
- All behavior is shown immersed in its natural context.
- It may be a video documentary made by experts which explores the meanings and interpret the cultural aspects.
- The researcher is involved in the scenarios for behavioral information directly and not intrusive.
- Detailed observation facilitates the systematic recording of social practices, social relations, dynamics of relationships, power plays, consumption patterns, decision making, among others.
- The researcher observes carefully the behavior and interpret what happens, thus obtaining a more meaningful, deep and full of observed reality
- In a participant observation, you observe and act!

Written by Megan Treacy on 08/02/11



Wind power is now cost-competitive with coal power in many parts of the world, according to a new report by Bloomberg New Energy Finance.

Over the past few years, as demand for wind turbines has grown, manufacturers have lowered their prices, meaning the cost of wind power has fallen and will likely continue to **remain competitive with fossil fuel power**. The Bloomberg study says that last year the cost per megawatt for turbines hit \$1.33 million, which is 17 percent less than in 2007.

In regions of Brazil, Mexico, Sweden and the U.S., wind power now costs \$68/MWh and coal power costs \$67/MWh. Natural gas remains cheapest at \$46/MWh.

This is great news for the future of wind power generation. If it costs the same as or less than fossil fuels, more people will realize that the choice is obvious.

via [EcoGeek](#)

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This is cause for celebration!
written by [John Daniels](#), February 08, 2011
It's sure there's a long road ahead but this is great news. Thanks!

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...
written by [Jessie](#), February 08, 2011
The real answer is that we need to

Subsidized or real costs
written by [Rosa](#), February 08, 2011
Are these subsidized costs to the consumer, or are they actual costs of new generation?

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netnography

social media nethnography

Type of observational research that makes use of publicly available user-generated-content in order to answer a research question

- Listen to what consumers tell each other
- My own life
- Optimize online marketing
- Get access to emotions and natural language
- Post hoc research
- Find hidden patterns



multimedia ethnography

multimedia ethnography

type of observational research where research participants are asked to observe their own environment by taking pictures and video's . Through a blog and interactive commenting tools , they are able to comment on their observations and interact with the researcher.

- Involve participant in data collection and interpretation
- ways to organise the info: ethnographic blog
- interpretation of own movies
- involve crowd and client in interperetation
- Self-referential (talk about my day through a frame I think is important)

Breaking
Omission
Intimacy
Emotags

Dimensionalisation
Abstraction
Bridging



day in life

day in life

- Monitoring of uses and habits related to products and services in the natural context of consumers and users.
- It assumes that consumers will not accompany substantive alteration of behavior.

For example:

- Food preparation and consumption situation of family
- Laundry and use of hygiene products
- handling car / taxi and experiences during handling
- Exploring consumption of beer and contexts / places where the consumption takes place
- Etc.



home interview

in home visit interview

Face to face meetings with consumers / clients, to meet lifestyle <in situ>, and understand the perspectives of their lives, consumption and different situations of interest.

- The researcher agreed on a visit in the consumer's home and conducts an interview of approx. 2 hours.
- In addition to the interview, revealing its home, how to live, objects / tools / sites / important people in the home and neighborhood.
- You can take pictures and make a visual record of consumption spaces informant's permission.
- Own consumers introduce themselves



bag mapping

bag mapping

Bag mapping does not require planning, it is spontaneous.

- We choose the people who will be part of the study and asked to empty their suitcases and put things as they want.
- The way they organize their belongings, which are daily, reveals aspects of his personality and the use of certain products and services.
- This scan is very useful to extract insights and understanding how they function in everyday life.



shopper trips

shopper trip

The researcher agrees to accompany the consumer during a purchase situation (purchase in supermarkets, markets, warehouses and / or other commercial establishment).

- Through a semi-structured guide, the researcher will interview the purchasers as colloquial as he makes his purchase.
- The interview is accompanied by activities required to enable the buying situation observed in different scenarios of interest.

A close-up photograph of a hand holding an orange pen, marking a survey form. The pen is positioned over a square box containing the word 'LIVES'. The hand has light-colored, shimmering nail polish. The background is a plain, light surface.

specific surveys

surveys

Information is collected and analysed on characteristics of clients, purposes for using the services, reasons for satisfaction or dissatisfaction, details, patterns, needs and service priorities.

JANUARY 2

19. Work Home, etc. Went to the
Leisure with Anna/Paterson,
Alford & Biglimbward with
Lorne. 1:30
20. Worked all day. Dore's Union
+ Shirley over. "U.A." Bowling. Some
Penkins Night - Time to kid -

JANUARY 3

21. Work. Bought new Plan
Went bowling with John Hen
Smith, Bethel. Home. 1:00
22. UP 11:00. Watched from
11:00 to 5:00. Dinner + Dancing
at Saenger with Tom Aubrey
Had soundproof time.

23. Went to Santa Anita
with Grace + Al. Stopped
by Billy James on the
way home. 10:00

life diary

life diary

Through an interview by a social scientist (anthropologist, sociologist or social psychologist) within 3 to 4 sessions, is permitted to know the consumer's lifestyle.

- The interview, derived from the psychological history, reflects the consumer's life story from childhood through adolescence and adulthood. Collect the most important aspects of consumer life.
- Variant: the consumer himself writes his diary systematically recording their daily activities and use of products in a predefined format.
- The analysis accompanying utterances that illustrate consumer mindset

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-  Share photos and videos

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It's free and anyone can join.

Birthday: Months Days Years

Why do I need to provide this?

Sign Up

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

deprivation test

deprivation test

Depriving consumers of a product that consumers are intensive and / or consider central to their consumption habits.

- The idea is to capture the real meaning of this product / brand in the lives of individuals, accessing feelings, attitudes and behaviors that are at an unconscious level and that do not occur consciously.



time lapse

time lapse

- Synchronous: Capture lifestream automatically.
- Less self-referential: "real time" capture ensures a more realistic, natural record of the participant's life than asking them to fill out a diary entry alone.
- Natural: Recording mechanism is in the same medium & context the researcher is trying to find out more about.
- Facilitates easier analysis, versioning and distribution
- Still allows conventional diary entry (i.e. capture offline events & reflection)



talking aloud

thinking aloud

Clients are asked to explain and talk about what they think whilst using a service. This helps to reveal their expectations, experience and problems of using the service. The client is prompted and encouraged to speak out aloud by the researcher.

- Questions such as "So, what is your reaction to this message?" help to prompt clients think about how their perception works. It reveals problems and underlying reasons for difficulties.
- Thinking aloud is documenting every step that the client makes with their explanation either in video, audio or notes form. "Im clicking on this button because I want to find out how I can contact them. I expect them to offer me a free phone number so I can give them a call." could be a potential Thinking Aloud result. The material needs to be reviewed and interpreted into insights such as a "free phone number is expected".
- In the project it could be an idea to put the free phone number directly on the home page to save clients clicks and time for example.



contextual interview

contextual interview

Method to understand the overall context of the service. All variables are collected that can affect on the organisation, the client or the service.

- Closely connect the researcher to the participant
- Ideal to video and audio recopilation
- Take into account wich other relationships are involved that are not very obvious in an isolated investigation.



infiltrated

the infiltrated

Consumers learn to be an observer of his own culture. It is a system of supervised self-observation.

- This technique is made with a guide of topics (daily) and natural scenes or premeditated. It develops an analytical report, and a follow-up research.
- Supervision and monitoring of research are essential for the proper filling of the day.

- Lifestyle
- Personal History
- Motivations
- Specific issues relevant to the study.



conflict test

conflict test

- It replaces the brand that consumers are accustomed to use and is an "obligation" in their habits of life, for a brand that is considered its opposite.
- Example: drivers of a luxury car are forced to drive an economy car. Observed behaviors and situations that are unlikely to manifest itself at other times.



professional interview

professional interview

Talking to specialist and experts with experience from the field a Service Design project aims to improve can reveal insights and help in a very short time to understand essentials of a new environment.

- Designing a service often takes a team into new areas, and talking to experts helps to gain understanding and views on the subject.
- The mix of outside perspective with the knowledge of experts can help to establish a new network of understanding.
- The experts need to be carefully selected and questions should be based on criteria as well as focused on one aspect of the service.
- To interpret the marker expert interviews is important as pitfalls, trends, problems, important constraints as well as possible solutions for the Service Design project can often be found within them.



branchmarking

benchmarking

Looking at providers that offer a different service but with similar characteristics.

- Service Design can indentify general principles and look for areas that adress these principles already.
- It is helpful to look at the service that is developed from a different perspective as well as to learn from experience that other companies have in providing services with characteristics that are the same to the service that is developed.
- For example an airport modified the software that is used in a hospital to allocate patients to beds, in comparison to parking positions.



trend scouting
a few tips



www.growell.com

trend scouting

- Identifying overall trends through holistic lifestyle observations. By reading magazines, visiting fairs and researching online, trends can be identified. Opinion leaders, specialist and experts can be interviewed to get their views on the directions that culture, society, politics and technology are going.
- Trend Scouting for Service Design helps identify key changes in social and cultural life that will affect perceptions.
- Trends need to be translated into insights for Service Design projects so that they can be used to specify the offer, identify, identify new markets, new possibilities and the way services are communicated.
- For example, the emergence of customisation can mean that people will come to expect more tailor-made services.