

# Ethnographic Field Research

The end user's experience can make or break the success of a product or service.

When you provide users with a positive and fulfilling experience they become fans and spread the word. To ensure that your product or service delights users by meeting their needs, you first need to understand why, how and in what contexts they will use it.

## Our Service

Akendi's Human Factors experts are experienced in conducting Ethnographic Field Research to gain insights into the user's context. By going into the field, observing, job shadowing and interviewing individuals in their own business environments, we gain an incredibly rich and revealing understanding of your users – one that can differ significantly from what they tell you that they think they want and need.

## Tools and Techniques

Our established process enables us to collect and analyze data about user behaviour. Depending on the user context, we may make audio, video, and image recordings, as well as taking detailed notes and using best-practice interview protocols.

## Duration

On average, Ethnographic Field Research projects range from three to six weeks in duration.

## About Akendi

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer & user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## Our Ethnographic Field Research Process

### Define User Segments

- Determine targeted user groups

### Conduct Field Research

- Observing, job shadowing and/or interviewing users

### Analyze Results

- Understand trends in behaviour motives, usage and value perception

### Present Findings

- Present and discuss findings
- Outline pain points and recommendations

## Benefits

- Helps to win over customers by providing a compelling experience that is on-target with their needs and expectations
- De-risks design from its early stages by ensuring it aligns with the intended human experience
- Provides in-depth understanding of your user groups, their goals, task flows, use contexts and pain points
- Helps to prevent the need for costly changes late in the development cycle or post-launch
- Provides concrete data on which to base decisions about design and features

## Call for a Consultation

Learn how our user centred approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

**1.866.585.1660**  
**contact@akendi.com**

Akendi

Intentional Experiences

WWW.AKENDI.COM

# Ethnographic Field Research

## Our Approach

We create a picture of your end user, customer or client and his or her tasks and context of use that will help focus the product or service experience design on creating a remarkable offering.

A critical aspect of our Ethnographic Field Research is how we present the results to your team. We forego academic reports and obtuse diagrams, charts and tables in favour of active knowledge transfer. How we present the results will be adapted to your team's knowledge and learning style. Common deliverables include: a **report on observations and interviews** outlining insights and recommendations; an **interactive "day in the life of the user" presentation or workshop**; **user personas and profiles**; **usage scenarios** including **task analyses and contexts of use**; and a comprehensive **workflow map** of the total customer experience, including key "moments of truth."



Field Research observation examples