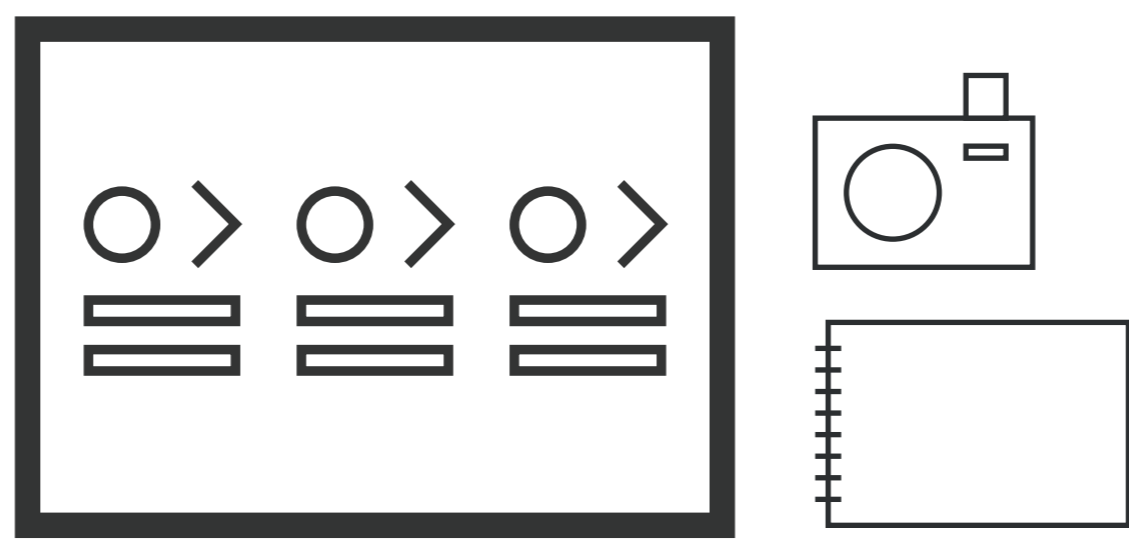


DESIGN ETHNOGRAPHY PLAN



The DRLab toolkit

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The material in this document is available in A3 format. For an ecological choice, we suggest you consult the contents before printing the document.
For more information you can visit the website **www.drlab.unitn.it** or write to **info-drlab@unitn.it**.

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Introduction

This template has been designed to support the planning of design ethnography activities, i.e. actions for observing users in their normal environments. It is based on ethnography and gives preference to empathy with users in the project context.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#design-ethnography-plan

Usage tips

Main aim:  **Explorative**

Prerequisites: /

Process phase: 

Difficulty: 

Suggested facilitation:  **Complete**

Participants: **Min. 3 people**

Needed material: **Audio and video recording material, notebook, digital storage space**



Tool template



Project title _____

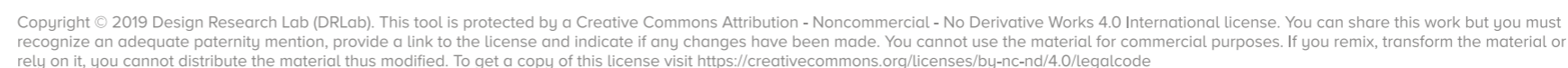
Results



Indicate how you intend to **analyze** the data collected and stored:

[illegible]

Indicate what **results** you intend to achieve (e.g. reports, videos, diagrams, maps):

[illegible][illegible]

Instructions

- 1.** Indicate the project title.
- 2.** Indicate the research question that will guide the whole exploration process.
- 3.** Indicate the context for observation.
- 4.** Choose an approach: immersive, non-intrusive or participatory, through which to follow the observation. Indicate the way in which the observer will note and gather required data (notebook, video, sound recordings, etc).
- 5.** Define an ethical line to follow during the observation and in the following phases. Plan any permits or information necessary to explore the context anonymously or to interact with it, define who the permissions should be requested from, who will take care of them, to whom they will be subjected.
- 6.** Indicate the typology of interviews used for select people, their specificities in relation to the research question, after having observed the context. The interviews can be non-structured or semi-structured. Indicate the minimum number of interviews required, the time dedicated to each of them and the tools necessary for the interview (notebook, sound recording, video, etc).
- 7.** Define how the collected data will be sorted, cataloged and archived, and the relative support to be used (PC, Drive, files etc.).
- 8.** Indicate how the gathered data will be read and analysed, and what results and outputs are desired for the conclusion of the exploration.

DESIGN ETHNOGRAPHY PLAN

Tool template

FILL OUT THIS TEMPLATE IN YOUR COLLABORATIVE ACTIVITIES

1

Project title _____

| Question | > | Context | > | Observation | > | Ethics | > | Interviews | > | Archiving | > | Results |
|---|-------------|---|-------------|---|-------------|--|-------------|--|-------------|---|-------------|---|
| 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 |
| Indicate the research question : | | Indicate the context to observe: | | Indicate the chose approach for the observation: N.B. In case of a non-intrusive approach be careful not to get noticed, otherwise the spontaneity of the people observed could be compromised. <input type="radio"/> Non-intrusive immersive <input type="radio"/> Participatory | | Define the ethical line to follow: <input type="radio"/> Non-structured <input type="radio"/> Semi-structured | | Indicate the type of interviews to be performed: <input type="radio"/> Non-structured <input type="radio"/> Semi-structured | | Indicate the tools to be used for archiving all data (e.g. PC, specific software, paper files, cloud system): | | Indicate how you intend to analyze the data collected and stored: |
| | | | | | | | | | | | | |
| | | Indicate the key places for observation: | | Indicate who takes on the role of observer and the level of anonymity chosen: | | What permits / information are needed? | | Indicate the minimum number of interviews needed: | | | | |
| | | | | | | | | | | | | |
| | | Indicate the details on the time, moments and circumstances in which the observation is made: | | Indicate how the data is collected: | | Indicate who will take care of it : | | Indicate the time to give to each interview: | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | Indicate the support tools to be used during the interviews: | | | | |
| | | | | | | | | | | | | |

Note:

● ● ● DESIGN
● ● ● RESEARCH
● ● ● LAB

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CC BY NC ND



Project title *Service to promote the value of the public good at the local level*

| Question | Context | Observation | Ethics | Interviews | Archiving | Results |
|--|---|--|--|---|--|--|
| | | | | | | |
| Indicate the research question : | Indicate the context to observe: | Indicate the chose approach for the observation: | Define the ethical line to follow: | Indicate the type of interviews to be performed: | Indicate the tools to be used for archiving all data (e.g. PC, specific software, paper files, cloud system): | Indicate how you intend to analyze the data collected and stored: |
| <i>What do citizens think of the concept of "public good"?</i> | <i>Public and collective contexts, places of spontaneous aggregation and circumstances on a regular basis.</i> | <div>N.B. In the case of a non-intrusive approach: be careful not to get noticed, otherwise the spontaneity of the people observed could be compromised</div> <div><input type="radio"/> Non-intrusive immersive</div> <div><input checked="" type="radio"/> Participatory</div> | <i>Share the information with the observed groups.</i> <i>Don't be pushy.</i> <i>Don't record secretly.</i> <i>Do not enter people's private lives.</i> | <div><input type="radio"/> Non-structured</div> <div><input checked="" type="radio"/> Semi-structured</div> <div>Indicate the minimum number of interviews needed:</div> <div><i>Minimum 20 interviews in the observed group.</i></div> <div>Indicate the time to give to each interview:</div> <div><i>At least 20 minutes.</i></div> <div>Indicate the support tools to be used during the interviews:</div> <div><i>Smartphone, block note.</i></div> | <i>Google Drive shared folder for photos.</i> <i>Google Drive sheets for data.</i> <i>Reserved area of the site</i> <i>www.benecomune.comune.org.</i> | <i>Listening to all audio files and transcription.</i> <i>Divide the photos into macro-areas.</i> <i>Analysis of the notes.</i> <i>Conceptual maps.</i> <i>Transcription of the most significant quotes.</i> <div>Indicate what results you intend to achieve (e.g. reports, videos, diagrams, maps):</div> <div><i>Report highlighting the significant data analyzed.</i> <i>Conceptual maps.</i> <i>Schemes that summarize key ideas and quotes.</i></div> |
| | Indicate the key places for observation: | Indicate who takes on the role of observer and the level of anonymity chosen: | What permits / information are needed? | | | |
| | <i>The old town, neighborhoods 1 and 4.</i> | <i>One representative for each group of stakeholders in the project.</i> | <i>In case of interviews with selected people, have privacy policies signed.</i> | | | |
| | Indicate the details on the time, moments and circumstances in which the observation is made: | Indicate how the data is collected: | Indicate who will take care of it : | | | |
| | <i>2 times a week in places of spontaneous aggregation for 1 month, e.g. Piazza Duomo and the Central Bar.</i> <i>1 time a week for regular circumstances for 1 month, e.g. the fitness group in the municipal park.</i> | <i>Audio recordings, notes, photos.</i> | <i>Two people from the observer group.</i> | | | |

Note:

