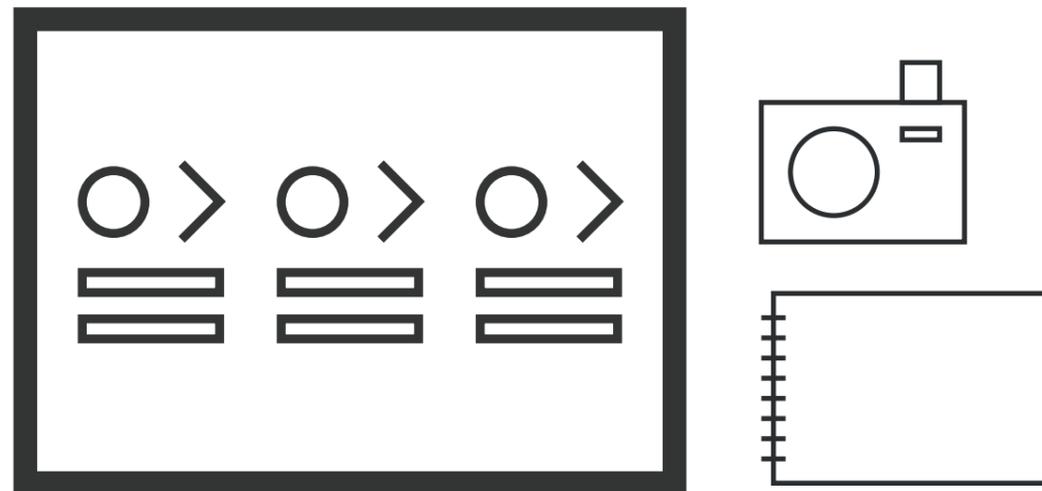


DESIGN ETHNOGRAPHY PLAN



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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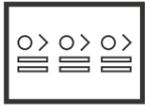
Introduction

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:	<table border="1"><tr><td>Dis</td><td>Def</td><td>Dev</td><td>Del</td></tr><tr><td>█</td><td>█</td><td>█</td><td>█</td></tr></table>	Dis	Def	Dev	Del	█	█	█	█
Dis	Def	Dev	Del						
█	█	█	█						
Difficulty:									
Suggested facilitation:	 Complete								
Participants:	Min. 3 people								
Needed material:	Audio and video recording material, notebook, digital storage space								



Project title

Question



Context



Observation



Ethics



Interviews



Archiving



Results



Indicate the research question:

Indicate the context to observe:

Indicate the chosen 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:

Dotted lines for text entry

Dotted lines for text entry

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

- Non-intrusive immersive
Participatory

Dotted lines for text entry

- Non-structured
Semi-structured

Indicate the minimum number of interviews needed:

Dotted lines for text entry

Dotted lines for text entry

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 time to give to each interview:

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

Dotted lines for text entry

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:

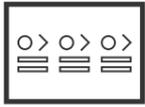
Indicate the support tools to be used during the interviews:

Dotted lines for text entry

Note:

Dotted lines for note





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**:

What do citizens think of the concept of "public good"?

Indicate the **context** to observe:

Public and collective contexts, places of spontaneous aggregation and circumstances on a regular basis.

Indicate the chose **approach** for the observation:

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

- Non-intrusive immersive
- Participatory

Define the **ethical line** to follow:

Share the information with the observed groups. Don't be pushy. Don't record secretly. Do not enter people's private lives.

Indicate the **type of interviews** to be performed:

- Non-structured
- Semi-structured

Indicate the **minimum number** of interviews needed:

Minimum 20 interviews in the observed group.

Indicate the **tools** to be used for **archiving** all data (e.g. PC, specific software, paper files, cloud system):

Google Drive shared folder for photos. Google Drive sheets for data. Reserved area of the site www.benecomune.comune.org.

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

Listening to all audio files and transcription. Divide the photos into macro-areas. Analysis of the notes. Conceptual maps. Transcription of the most significant quotes.

Indicate the key **places** for observation:

The old town, neighborhoods 1 and 4.

Indicate **who takes on the role of observer** and the level of anonymity chosen:

One representative for each group of stakeholders in the project.

What **permits / information** are needed?

In case of interviews with selected people, have privacy policies signed.

Indicate the **time** to give to each interview:

At least 20 minutes.

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

Report highlighting the significant data analyzed. Conceptual maps. Schemes that summarize key ideas and quotes.

Indicate the details on the **time, moments and circumstances** in which the observation is made:

2 times a week in places of spontaneous aggregation for 1 month, e.g. Piazza Duomo and the Central Bar. 1 time a week for regular circumstances for 1 month, e.g. the fitness group in the municipal park.

Indicate how the **data** is collected:

Audio recordings, notes, photos.

Indicate **who will take care of it**:

Two people from the observer group.

Indicate the **support tools** to be used during the interviews:

Smartphone, block note.

Note:

