



Ethnographic Field Guide

FIELD SCHEDULE & CONTACT INFO

SCHEDULE

Research Team	Date	Date	Date	Date	Date
	Location	Location	Location	Location	Location
	Location	Location	Location	Location	Location

RESEARCH TEAM CONTACT INFO

VIDEOGRAPHERS CONTACT INFO

RECRUITER CONTACT INFO

DURING THE INTERVIEW: ARTIFACT CHECKLIST

For each interview capture photos and/or video in each of the following categories:

PEOPLE Capture a shoulder headshot of the people being observed

PLACE Capture the general environment that the observation is taking place in – including an outside shot of the house that shows the entire home as well wide-angle shots of where the interview happens

ACTIVITIES Take photos of what people are doing during the observation

WORDS Audio or video record the observation

VIBE Capture close-up shots of non-verbal cues and emotions

THINGS Take photos of things and objects that they use, show or display



DURING THE INTERVIEW: ADDITIONAL ARTIFACTS

As it is related to the interview and is possible also capture photos and/or video of...

The Team:

- Interview in-process
- Teams 'getting it done' in the field

The Consumer:

- Interaction with products
- Other members of the household (could be a pic of family photos that are displayed) and pets
- Evidence of habits/goals
- Interesting things on display
- Contents of junk drawer
- Tech they use
- Hobbies
- Books and magazines that they read
- The car(s) they own

INTERVIEW SNAPSHOT

After each interview capture the following for every interview on the interview snapshot worksheet.

OVERVIEW

One or two-sentence overview of the consumer

KEY INSIGHTS

Top 3 key insights or takeaways from the interview

KEY QUOTES

A few key quotes that bring the insights to life

PAIN POINTS

Top 3 pain points for this consumer

WOW MOMENTS

Moments that were surprising or had a big impact

NOTE...

Capture this in any format you prefer but make sure it is shareable – i.e. typed into the Word doc, photo of handwritten worksheet, etc. If it is easier, audio record your conversation as a team and type it up later. The idea is to create something that is easily sharable.



INTERVIEW SNAPSHOT WORKSHEET

Participant Name: _____

Market/City: _____

Date of Interview: _____

OVERVIEW

A little about who they are, what they do, family, pets, etc.

Top 3 key insights or takeaways from the interview

KEY INSIGHTS

1

2

3

KEY QUOTES

A few key quotes that bring the insights to life



INTERVIEW SNAPSHOT WORKSHEET

PAIN POINTS

Top 3 pain points for this consumer

1

2

3

WOW MOMENTS

Capture the moments that were surprising or had a big impact

OTHER (TOP OF MIND THOUGHTS, FEELINGS, HYPOTHESES...)

ASSIGNING RESPONSIBILITIES IN FIELD

For each interview, decide who has responsibility for the following:

- ☐ Lead moderator
- ☐ Note taker
- ☐ Videographer
- ☐ Taking photos to supplement the video
- ☐ Taking headshot of people being observed
- ☐ Gathering the physical artifacts – worksheets, exercise cards, etc.
- ☐ Sending the interview snapshot to the team

SUPPLIES CHECKLIST

Before going in field, make sure each research team has the following supplies on hand:

- ☐ Consent forms
- ☐ Supplies for Exercises (ex: Index cards, sharpies, pad of paper, magazines, photo cards, etc.)
- ☐ Test Stimulus if you are doing concept testing
- ☐ Stopwatch/timer
- ☐ Camera
- ☐ Notepads for notetaking
- ☐ Video equipment: Video camera, mic, lighting, iPad, etc.