

Assignment 3:

1: Finding someone to observe

Age: 26

Male/Female: Female

Occupation: Teacher at a Dutch Highschool

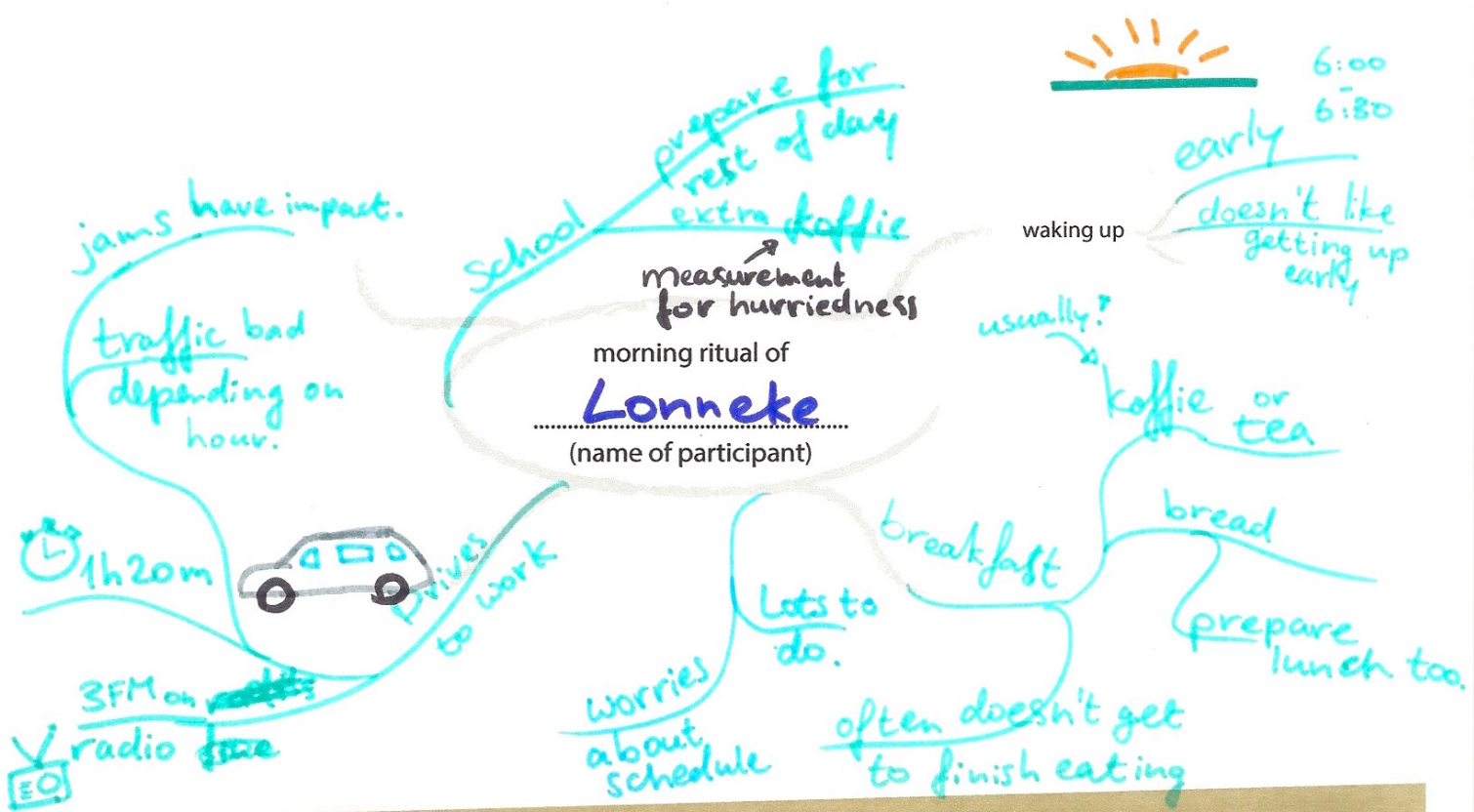
Additional information:

- Also tutors privately
- Organized, prepares beforehand
- 1h20 to work
- doesn't like to hurry



draw your participant here

2: Mind mapping your participant's morning ritual



3: Checking your assumptions

Most certain:

- doesn't like getting up early
- really likes coffee.
- prepares beforehand.

Because: Living with her, gives me plenty of insight on what she does normally. Also, we talk often about her day.

Least certain:

- 3FM on radio
- schedule at school
- worries about schedule.

Because: Not really sure about specifics, since I'm not there as well. Mentions worries often, but maybe she doesn't worry on the road?

4: Preparing for the meet up

Interview Guide

Topic:

1: **Waking Up**

- feelings
- worries?

2: **Breakfast**

- enough time or hurry?
- is finishing breakfast important

3: **Car Drive**

- Thoughts
- Radio station
- Feel hurried?

4: **School**

- immediate start?
- preparations
- meetings?

5: **Enjoyment**

- Do you like your mornings?

Timeline interview tips

Layer 1

WHAT is it?

Describe the things you do (factual)

Layer 2

HOW does it feel?

Indicate the good and bad moments (emotional)

Layer 3

WHY does it feel that way?

Explain why the good are good and the bad are bad (motivations)

Layer 4

WHAT ELSE?

Ask further explanations, using the topics on the left

Example

Topics

- 1: Stress
 - What are stress moments?
 - What causes this?
 - Who is involved?
- 2: Food
 -

Social map interview tips

Layer 1

WHO are they?

Describe the people that play a part in the story of your morning ritual. Place those that play an important role in your story closer to the center.

Layer 2

HOW do they fit in the morning ritual?

Describe why each one is important: what do they do for you in your morning ritual?

What are the relations between them, and with you? What do you do for or with each other?

Layer 3

WHY is this important for you?

How do they relate to the topics on the left?

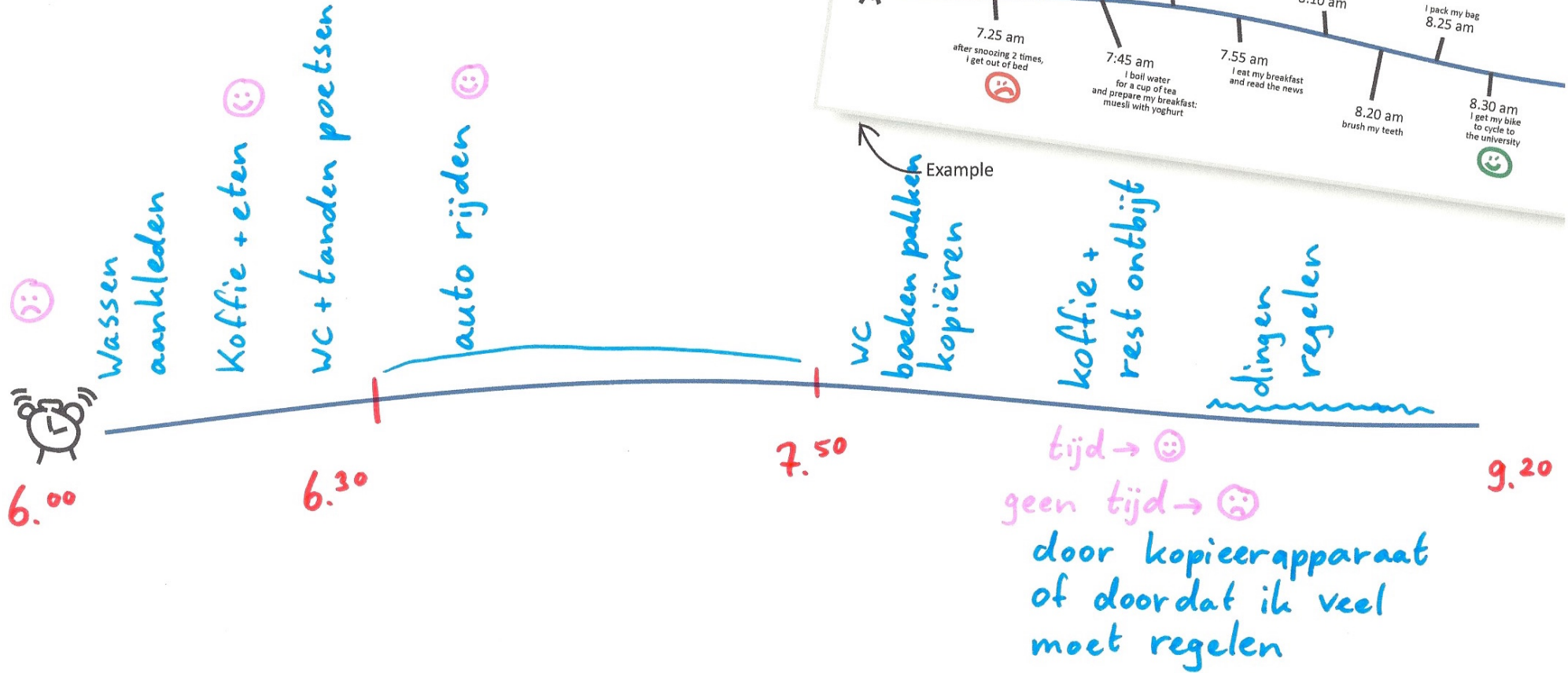
Tips:

Finish each layer before you begin the next one. Of course it is not forbidden to add things later.

Ask questions in a personal way: 'how does that make you feel?', 'can you give an(other) example of that?'

5: The meet up

Step 1: Timeline Tool



5: The meet up

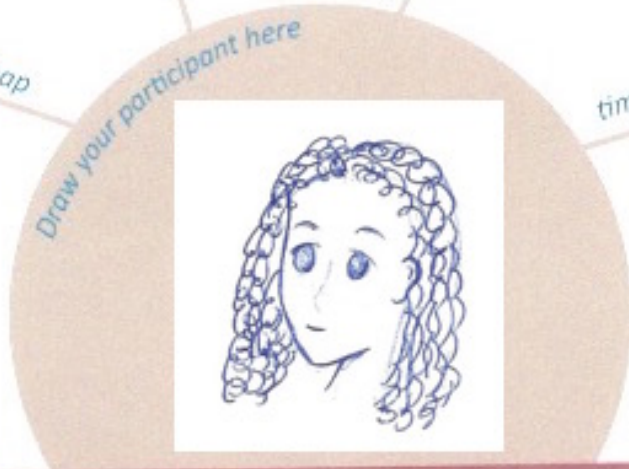
Step 2: Social Map



5: The meet up Walk-through



6: Visualize your most interesting insights



Left-over BREAKFAST
in box to eat in CAR!



Mornings not fun!
Bruno not up...
Hurrying...
Can't finish eating...!

Wake
Refuses to ~~stay~~
up before 6AM



Cause of hurry.

prepares a lot;
but reconsiders
interview

not so efficient?
ZIGZAG



etc.
in reality

little interaction

boyfriends sleeps
22:00



at school very busy,
only hello's

social map

in car:



radio instead of people

drivers



time line
looks structured
very efficient.

Loves her coffee ☺
Lots of preparation



MODULE 3:

UNDERSTANDING THE CONTEXT OF USE