



GUJARAT
TECHNOLOGICAL
UNIVERSITY



OBSERVATION

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Surat

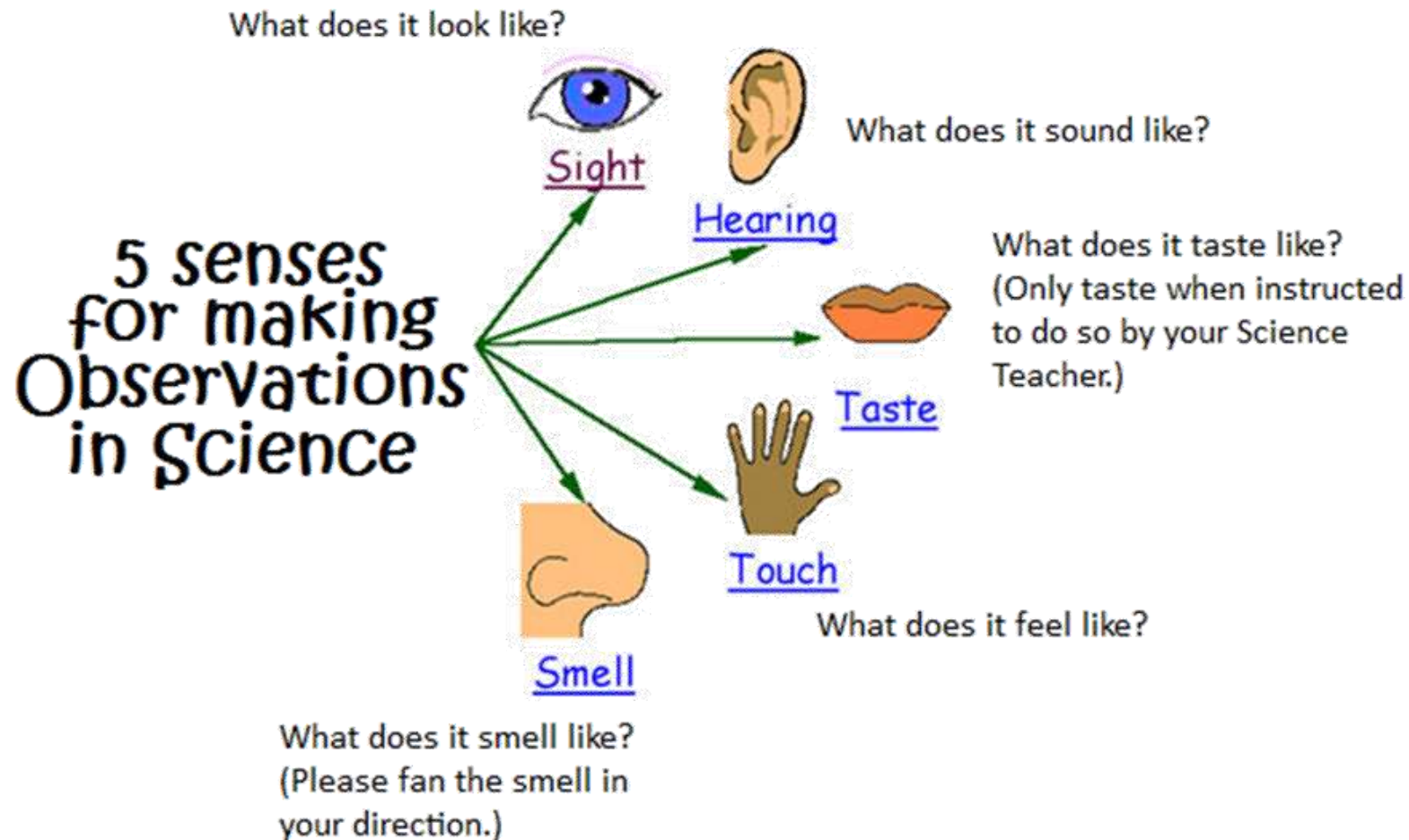


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PHASE - I

OBSERVATIONS

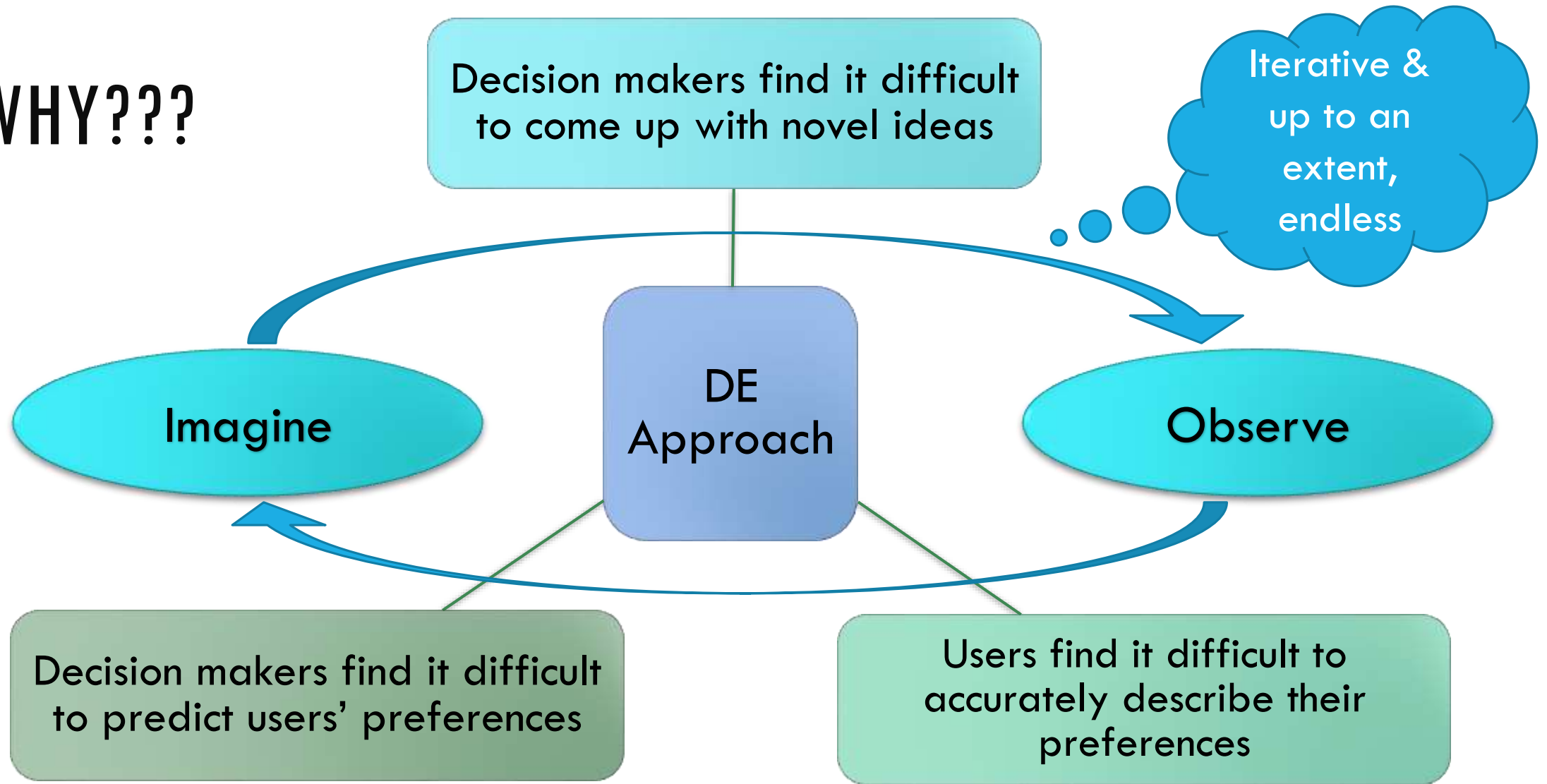
towards Evaluation of Idea





A DESIGNER WITHOUT
OBSERVATION
IS A BIRD WITHOUT WINGS

WHY???



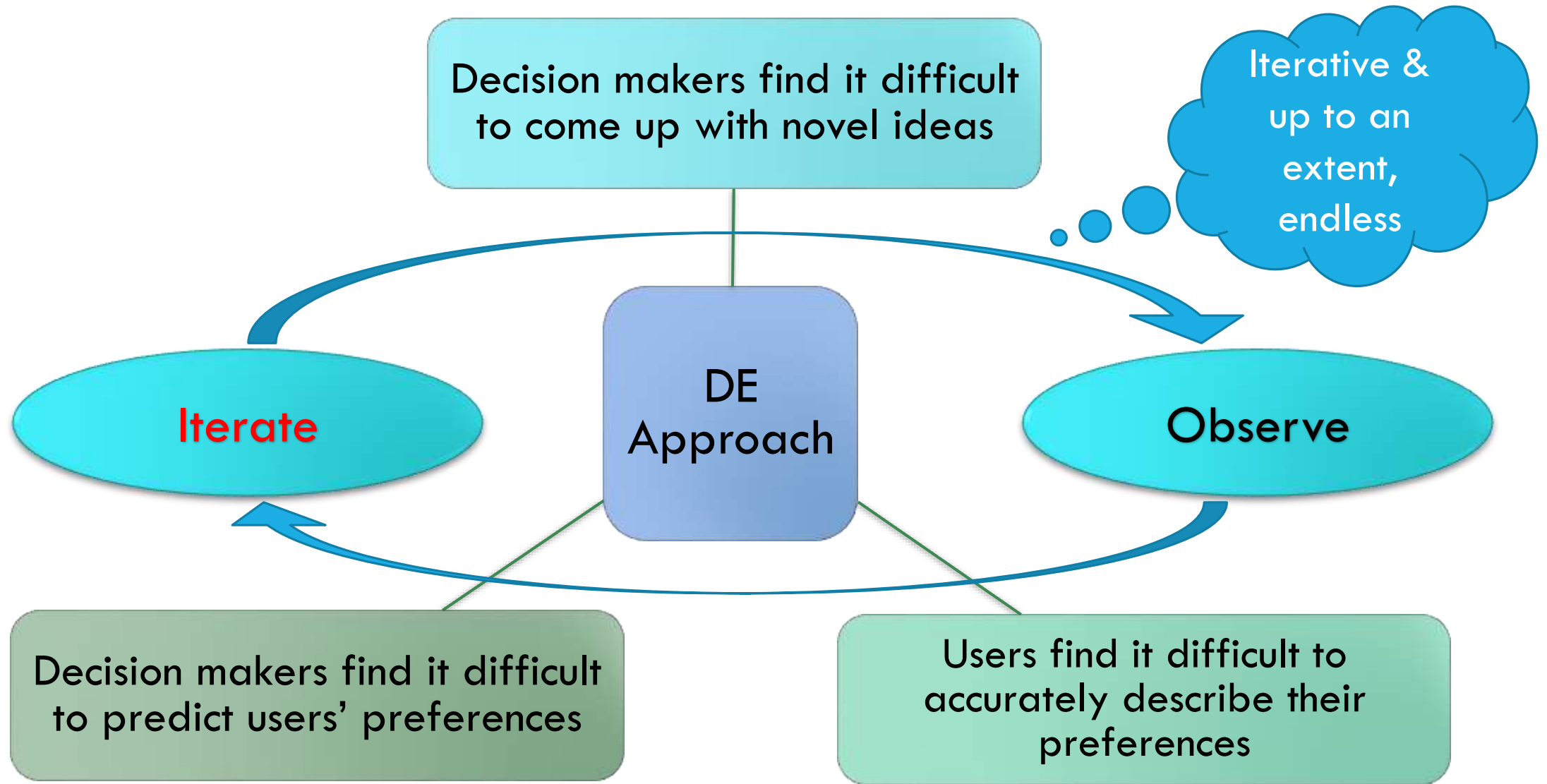
Source: The frequent failure of traditional market research methodologies to accurately predict users' preferences are well documented (Elliott & Elliott-Jenkel, 2003)

IMAGINATION FAILS...

Its tendency to **fill in** and **leave out** without telling us... and the features and consequences we fail to consider are often *quite important*...

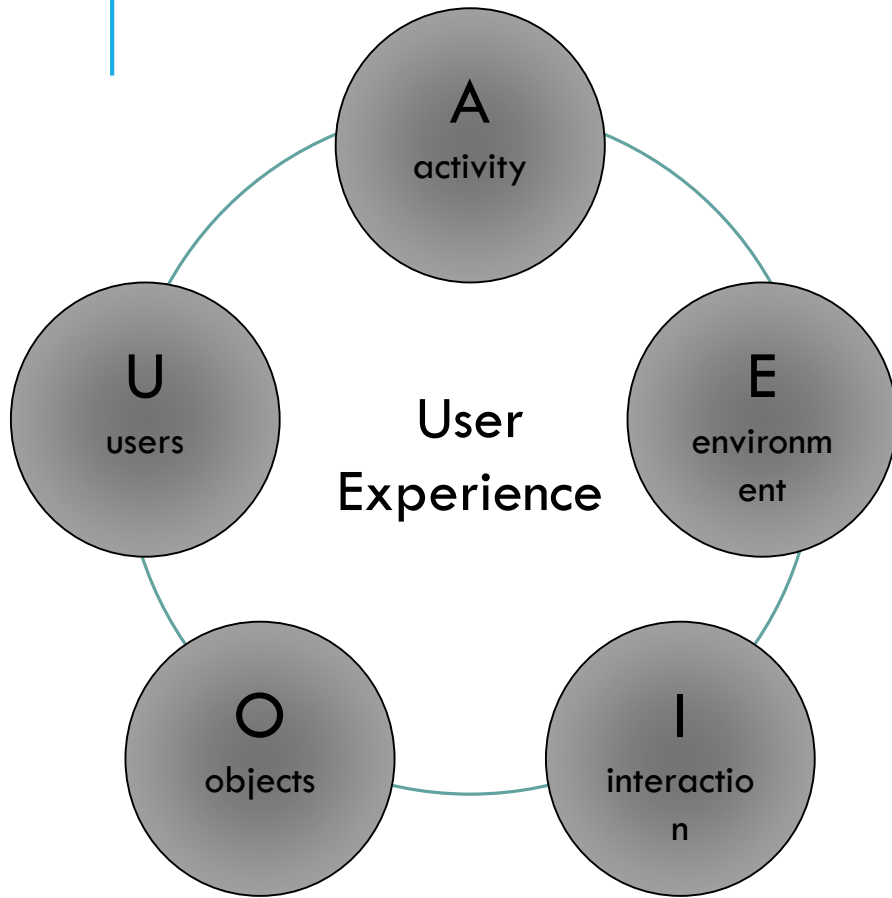
Its **tendency to project the present onto the future.**

Its **failure to recognize that things will look different once they happen.**



Source: The frequent failure of traditional market research methodologies to accurately predict users' preferences are well documented (Elliott & Elliott-Jenkel, 2003)

HOW TO??



We follow – AEIOU Framework
(developed by Ethnohub)

Activities

Environments

Interactions

Objects

Uusers

The AEIOU framework was originated in 1991 at Dublin by Rick Robinson, Ilya Prokopoff, John Cain, and Julie Pokorny. Its aim was to help analyze Ethnomethodology data and Conversation analysis with MECE categories.

(Source: <http://help.ethnohub.com/guide/aeiou-framework>)

OBSERVATION RECORDING SHEETS

(PAPER SIZE A3)



Following set of record sheets are to be kept with students for recording and documentation on field during Ethnographic observations.

It basically, will contain:

OBSERVATIONS by means of...

Notes, Photographs, sketches, interview and such...

(As applicable in a case under study)

OBSERVATION RECORD SHEETS

These are of 5 types.

Each type may be in **varying numbers** depending on the case under research.

More numbers of these observation records will ensure **sincerity** in the work as well as make sure of Novelty in the project.

ACTIVITIES

These are **goal-directed sets of actions**—
paths towards things people want to
accomplish.

What are the modes people work in, and the
specific activities and processes they go through?

ACTIVITIES

Someone (User) is involved...

- How?
- What actually is going on?
- Why it is going on?
- How it is going on?
- What is involved?



ACTIVITIES

GROUP ID: _____

PROJECT ON: _____

DATE: _____

SHEET NO. _____

General impressions / Observations

Sketch/ Photo –
Summary of activities

Elements, Features and Special Notes

ENVIRONMENTS

It include the entire **arena** where activities take place.



What is the character and function of the space overall, of each individual's spaces, and of shared spaces?

ENVIRONMENTS – THE SURROUNDINGS...

- Where (Activity) is happening?
- What are circumstances?
- Time effects, any?
- Seasonal effects, any?
- Person effects, any?
- Operational effects, any?

Why variations

Or

What versions

What governs...?

ENVIRONMENT

GROUP ID: _____

PROJECT ON: _____

DATE: _____

SHEET NO. _____

General impressions / Observations
(Style, materials & atmosphere)

Floor plan

Elements, Features and Special Notes

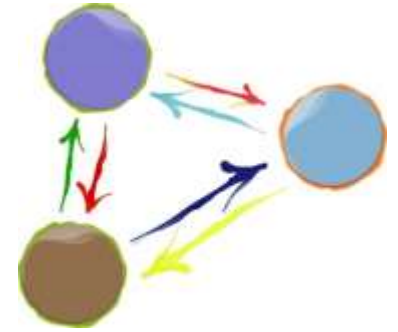
Scene

I INTERACTIONS

These are between **a person** and **someone** or **something** else; *they are the building blocks of activities.*

What is the nature of routine and special interactions between people; between people and objects in their environment, and across distances?

INTERACTIONS



- Who are involved? Why? How?
- What (users) are holding/ operating/ using...

Human Extensions

- How the contacts are in action?
- Action vs. Reaction...

INTERACTIONS

GROUP ID: _____

PROJECT ON: _____

DATE: _____

SHEET NO. _____

General impressions / Observations
(Who is interacting with whom, what?)

Scene of interaction
(*How it is being done*)

Elements, Features and Special Notes



OBJECTS

These are building blocks of the environment, **key elements** sometimes put to complex or unintended uses (thus changing their function, meaning and context).

What are the objects and devices people have in their environments and how do they relate to their activities?

OBJECTS

GROUP ID: _____

PROJECT ON: _____

DATE: _____

SHEET NO. _____

General impressions / Observations
(How components are involved?)

Inventory of Key Objects
(Prepare a list here of '*THE THINGS*' involved)

Elements, Features and Special Notes
(How objects are relating to the activities?)

USERS



Users are the people whose behaviours, preferences, and needs are being observed.

Who is there? What are their roles and relationships? What are their values and prejudices?

USERS

GROUP ID: _____

PROJECT ON: _____

DATE: _____

SHEET NO. _____

General impressions of people

(Who is present? Roles & responsibilities?)

Scene of users in context

Inventory of people

(List of identified people involved)

HOW TO? - PROCESS

Materials are gathered via *ethnographic methods*:

- Notes
 - Photos
 - Videos
 - Interviews
 - Field observations
- And so on...



HOW TO? - PROCESS

During **field observation**, use the AEIOU framework as a lens to observe the surrounding environment.

Once done, do brainstorming among members

What – Why – How – When – Where

Observation again and again...!

Because
anticipated
difficulty was
identified....!



HOW TO? - PROCESS

Record observations under the appropriate headings.

Notebook / Record book / Tables for observation

Questionnaire – answer summary

HOW TO? - PROCESS

Supplement direct observations with photos or video tape when appropriate.

Video clips / Animations / Audio record clips

Photographs / Sketches in field

HOW TO? - PROCESS

Review and **cluster observations** to disseminate higher-level themes and patterns.

→ Identifying impacting and important Findings (**Clues**)

→ Review the set of clues

Looking forward to resolve through engineering means.

Findings on Observation (AEIOU) Framework during FDP 16th – 18th February, 2015 @ GIC-GTU

Observations for theme
“Pedestrian Safety”



Strategy and preparation

- Distribution of work responsibility
- Initial brainstorming
- Identification – General Impressions



Aactivities

Someone (User) is involved...

- How?
- What actually is going on?
- Why it is going on?
- How it is going on?
- What is involved?



Activities

- General impressions / Observations

- | | |
|---|--|
| <ul style="list-style-type: none"> - Use of mobile - Surfing / listening music - Talking - Waiting for transportation - Crossing roads - Reading news papers - Parking "on-footpath" | <ul style="list-style-type: none"> - Watching for signal - Finding locations - Eating food - Walking 'off-road' - Helping elder citizens - Advertisement (watching/ listening) |
|---|--|

- Elements, Features and Special Notes

- Mobile
- Headphones
- Vehicles (personal/ private)
- Bag – luggage
- Dustbins
- Booths
- Bottles
- Signal poles
- Eateries/ stalls
- Zebra-crossing
- Helping aid – stick
- Hoardings
- Loud speakers

Sketch/ Photo – Summary of activities



Evironments – The Surroundings...

- Where (Activity) is happening?
- What are circumstances?
- Time effects, any?
- Seasonal effects, any?
- Person effects, any?
- Operational effects, any?

Why variations
Or

What versions

What governs...?



Environment

- General impressions / Observations
- (Style, materials & atmosphere)

- Weather (Sunny/ Fog/ Rainy/ Cloudy)
- Crowd
- Day/ Night
- Traffic jams
- Noisy
- Urban/ rural
- With or without light

- Bad road conditions
- High wind
- Encroached road space
- Trees/ Plants

- Elements, Features and Special Notes

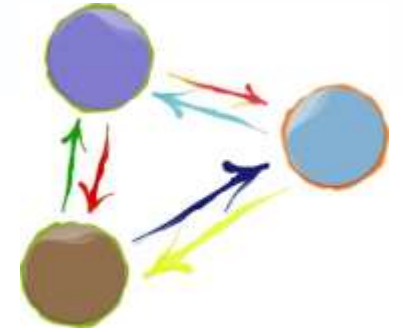
- Light poles
- Traffic signal system
- Traffic police
- Noise barriers
- Footpath / dedicated pedestrian facility
- Tree guard (nets)

Floor plan

Scene



Iinteractions



- Who are involved? Why? How?
- What (users) are holding/ operating/ using...

Human Extensions

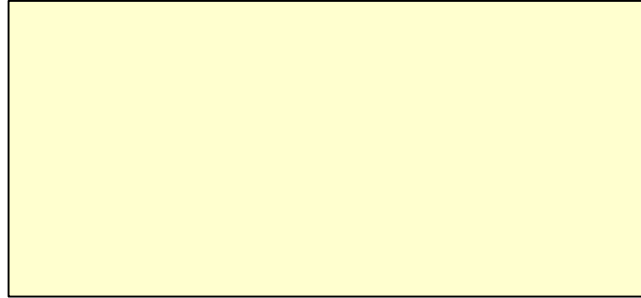
- How the contacts are in action?
- Action vs. Reaction...



Interactions

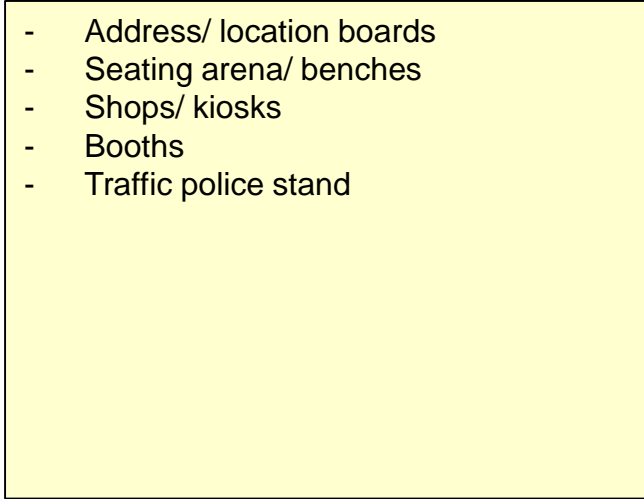
- General impressions / Observations
- (Who is interacting with whom, what?)

- Asking for directions/ address
- Group discussions
- Purchase/ selling goods/ stuff
- Buying tickets
- Communicating in loud voice
- Traffic police



- Elements, Features and Special Notes

- Address/ location boards
- Seating arena/ benches
- Shops/ kiosks
- Booths
- Traffic police stand



Scene of interaction (How it is being done)



Objects



- *These are building blocks of the environment, **key elements** sometimes put to complex or unintended uses (thus changing their function, meaning and context)*
- What are the objects and devices people have in their environments and how do they relate to their activities?



Objects

- General impressions / Observations
(What components are involved)

- People are using mobile phones
- Reading News paper
- Bag / Luggage/ Purse
- Listening music via Ear phones
- Wearing Masks to protect themselves
- Watch to see timings

- Throw rubbish in Dustbins
- Drinking water from Bottle and throwing them on road or footpath
- Whistle
- Cap
- Muffler

- Elements, Features and Special Notes
(How objects are relating to the activities?)

- Mobile: talking, texting, music, using camera to take pic
- News paper: reading, crossword puzzle, sitting on it
- Bag / Luggage/ Purse: safeguard the bag, sitting on it
- Ear phones
- Masks
- Spectacles
- Watch

Inventory of Key Objects (Prepare a list here of 'THE THINGS' involved)

- Mobile
- News paper
- Bag / Luggage/ Purse
- Ear phones
- Masks
- Spectacles
- Watch
- Dustbins
- Bottle
- Whistle
- Cap
- Muffler



Users



- Users are the people whose behaviours, preferences, and needs are being observed.
- Who is there? What are their roles and relationships? What are their values and prejudices?



Users

- General impressions of people
(Who is present? Roles & responsibilities?)

- Students were waiting for bus, crossing the road, playing around school on roadside
- Employees waiting for bus, talking to each other
- Children were crying, playing
- Male/ Female
- Housewives: shopping around the roadside
- Traffic Police: controlling traffic
- Rickshaw/ Bus Driver: waiting on roadside
- Senior citizens were sitting on benches

- Inventory of people
(List of identified people involved)

- Students
- Employees
- Children
- Male/ Female
- Housewives
- Traffic Police
- Rickshaw/ Bus Driver
- Senior citizens
- Hackers
- Vehicle owners
- Beggars

Scene of users in context



Thanks

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