

# THE FUTURE IS VISUAL: INCORPORATING OBSERVATION INTO RESEARCH



# YOUR PRESENTERS



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# THIS WEBINAR

- ✓ The **power** of observation and visual data
- ✓ How to **observe** in context
- ✓ Ways to **capture** visual data
- ✓ Ways to **analyse** visual data



# THERE IS POWER IN OBSERVATION



**Understand life context**

**Actual behavior (rather than stated behavior)**

**See how others influence behavior**

**See what they're not aware of**

# HOW TO OBSERVE IN CONTEXT?





# OBSERVATION – WHAT TO LOOK FOR?

**PEOPLE**



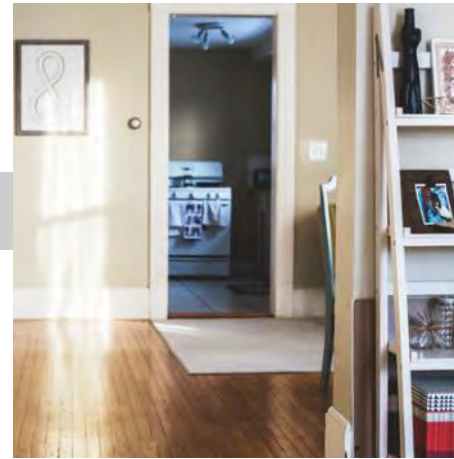
**ARTEFACTS**



**ACTIONS**



**ENVIRONMENT**



# REVIEW YOUR GUIDE, THEN PUT IT AWAY!



Try not to create a Q&A style environment



It's not an interview



It's a *conversation!*

# ACTIVATE THE POWER OF THE PAUSE



Try counting to three...



...or five if you can stand it!



# GO BEYOND THE GUIDE



**It's just a guide**



**Discuss AND observe**

# MATCH YOUR PARTICIPANT'S MOOD, ENERGY & BODY LANGUAGE



Calibrating your tone and energy level sets the stage for an **evenly matched conversation** and puts your subject at ease

# BE SPONTANEOUS

- ✓ Let the **participant lead** (to some extent)
- ✓ Encourage them to **move around**
- ✓ Don't just follow the order of the guide – **follow the order of their day** and fit your questions around that





# BE NAÏVE. SHOW ME!

- ✓ Let them guide you on the topic
- ✓ Get them to show you!

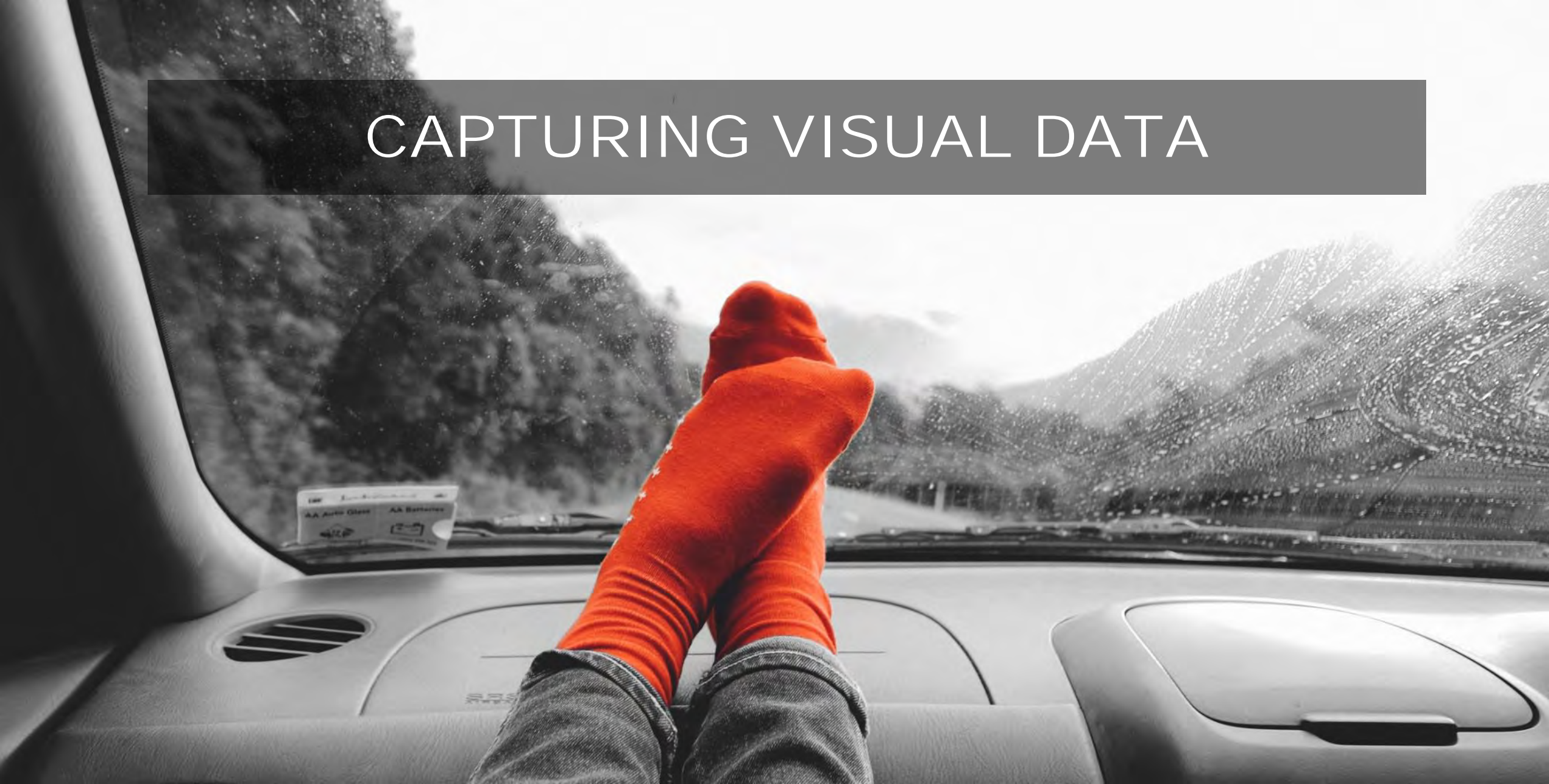


# LOOK OUT FOR THE 'SAY DO GAP'

- ✓ Find the **contradictions in behavior**
- ✓ What are they **UNABLE** to tell you



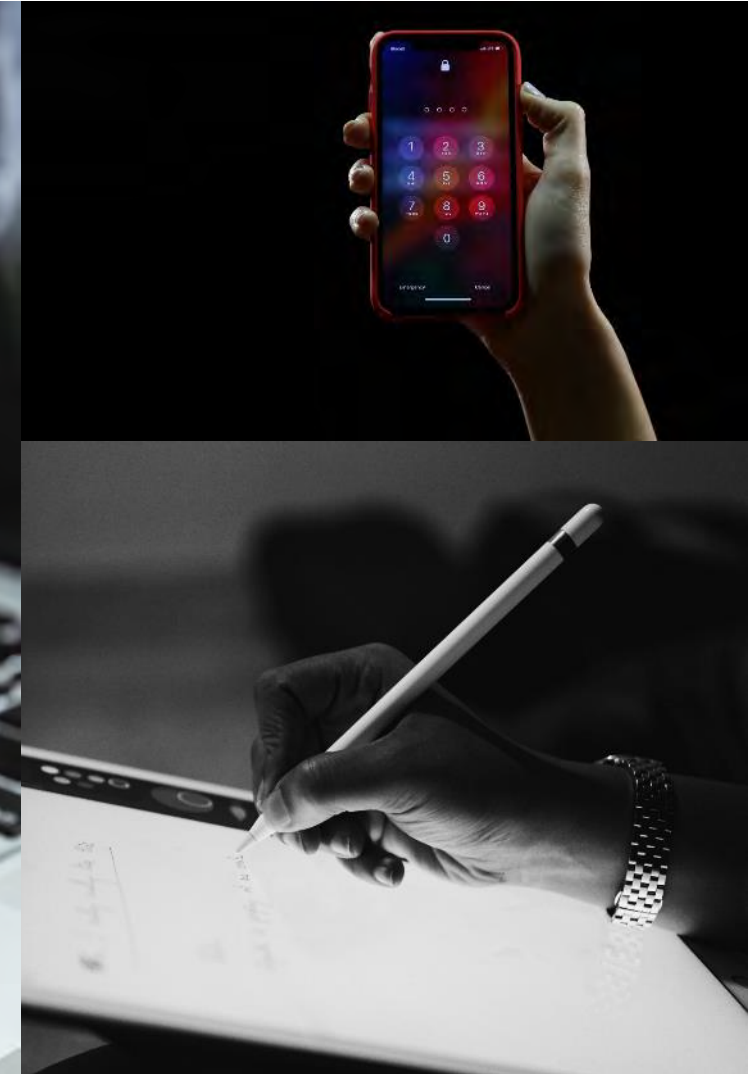
# CAPTURING VISUAL DATA





# THERE ARE **MANY WAYS** TO CAPTURE VISUAL DATA

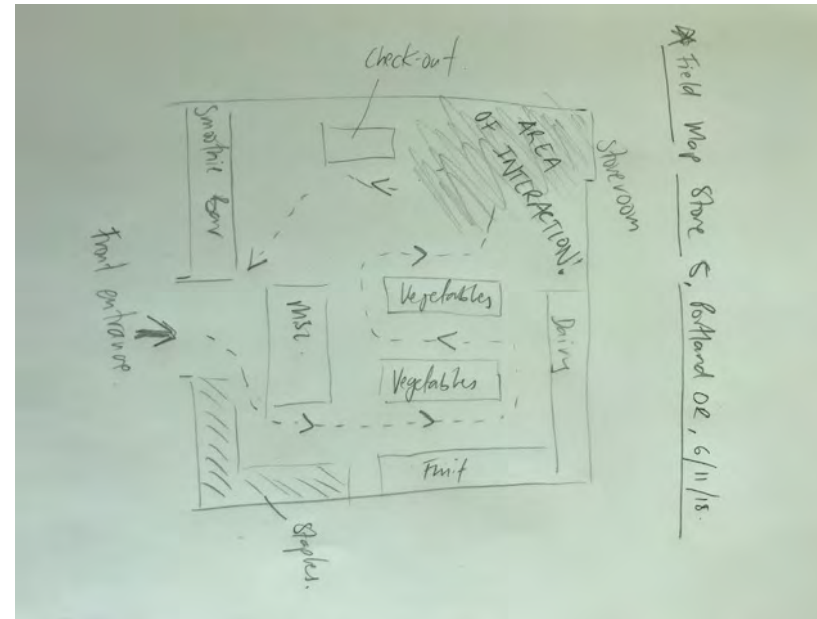
- Still photography
- Video camera
- Static camera
- Archival materials
- Mobile
- Field notes
- Audio recordings through rich description



# OBSERVATION GRIDS

Please draw a layout of the supermarket mapping the key sections and code them in alphabetical order with entrance as 'A' and so on.

1. First draw the layout of the supermarket clearly coding each section alphabetically
2. Then show the customer navigation – How does the customer move within the supermarket? (use a colour code)
3. Then show the staff navigation- how do staff move within the supermarket? (use another colour code).
4. The still pictures taken for each section should match with the code on this slide. For example, if the entrance is coded as A, all the pictures taken of the entrance should be coded as A1, A2, A3, etc.



Tell us your observation of the supermarket layout and the customer/ staff movement. What are the barriers, blocks and opportunities?

# STATIC AND DYNAMIC OBSERVATION





# CASE STUDY



# CASE STUDY



## The Background

The client needed to understand the new channel landscape and identify strategies and opportunities to become the #1 preschool channel.



## The Objectives

Understand pre-schoolers and the in-home viewing dynamic

Understand *how* pre-schoolers watch TV

Understand what entertainment children enjoy



## Our Approach

12 In-home Immersions

# ENTER THEIR ROOM AND WHAT DO YOU NOTICE?





# THEY LIKE TO PERSONALIZE THEIR SPACE

Enter the child's room and you will see they like to personalize their space, often with stickers of their favourite TV characters...



# WHAT DO YOU NOTICE ABOUT WHAT THEY CHOOSE TO DISPLAY ON THEIR WALLS?



DISPLAYING THEIR ACHIEVEMENTS IS  
ALSO IMPORTANT

**Pre-schoolers are proud of their achievements and like to display their certificates and artwork on their bedroom walls**





# WHAT DOES THIS MEAN FOR OUR CLIENT?

## Some observations

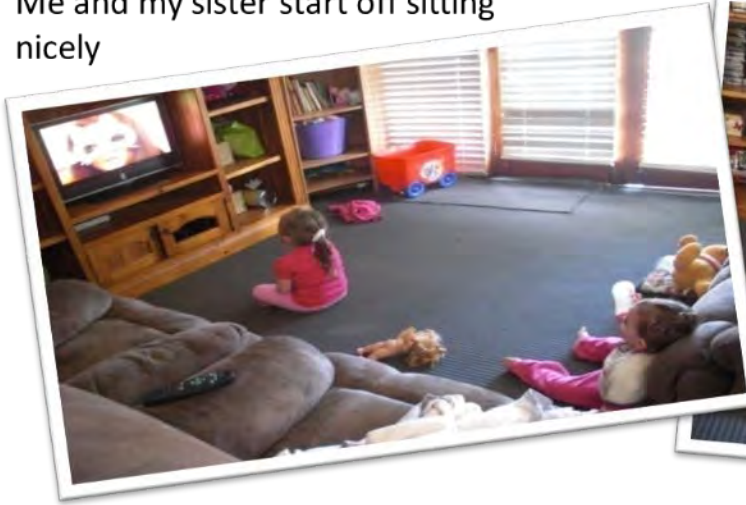
- ✓ Kids like to personalize their space and display their achievements.
- ✓ Stickers and certificates are particularly popular at this age. They are highly visible - kids see them everyday as they are not hidden away in a drawer
- ✓ Small things make a big difference to pre-schoolers.

## So what?

- ✓ We can't underestimate how important small things are to children.
- ✓ We have an opportunity to connect with them in their every day lives
- ✓ Stickers and certificates are particularly popular and offer a relatively simple and inexpensive way to make a big difference and create a connection.

# ALL IN THE SPACE OF 10 MINUTES...

Me and my sister start off sitting nicely



But then I lie down



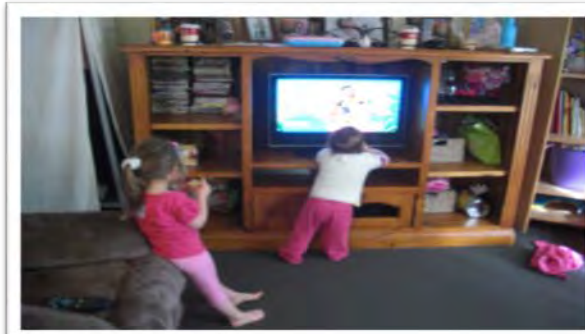
Mum is busy on Facebook



Now I want to dance



Now my sister is up too



We're making a noise so Mum comes to change the channel for us



Now Dad is on Facebook



Jake is about to start. I want my special chair

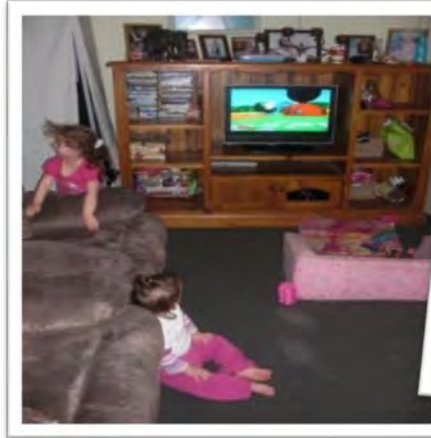


# ALL IN THE SPACE OF 10 MINUTES...

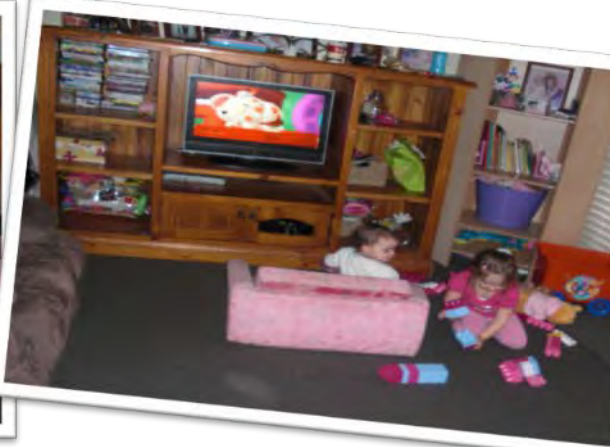
My sister is up again



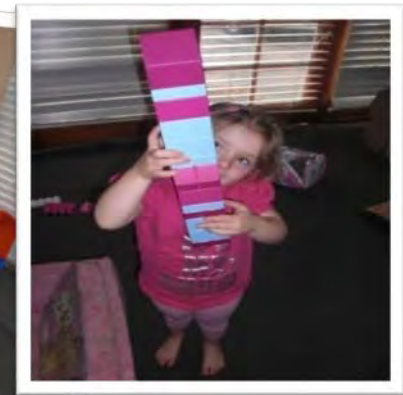
Me too



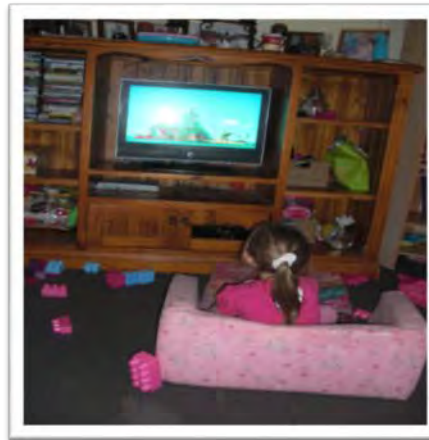
Let's get some toys



Look what I built



Now back to my chair



I'll just get Mum to change the channel again



And so the story continues in much the same way, in most houses with pre-schoolers, in a street near you...



# WHAT DOES THIS MEAN FOR OUR CLIENT?

## Some observations

- ✓ The child is typically in control of when the channel is changed.
- ✓ Their attention span is short. They do not sit down and watch TV for long periods of time. The channel is changed as soon as they get bored.

## So what?

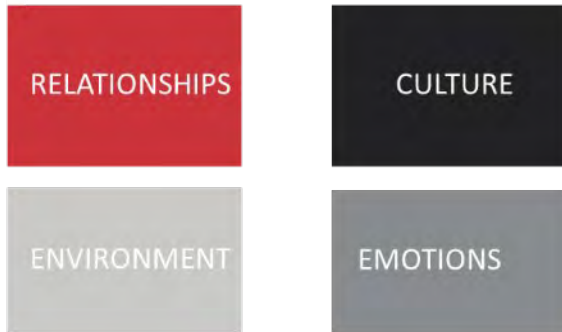
- ✓ Work harder to capture their attention. Increasing the frequency of favourites shows is likely to appeal. Repetition is not a problem.
- ✓ When scheduling keep in mind that 20 minutes is a long time for a pre-schooler, if we lose their attention they will change channel.

# ANALYSIS

# A USEFUL ANALYSIS PROCESS

It's often when you take a look at the data set in it's entirety it begins to make sense

## Start broad



## Re-arrange



## Emerging insight





# WHEN TO THINK ABOUT OBSERVATION

## Inspiration

Understand the broader context of consumers' lives



## Innovation

Uncover unarticulated needs or pain points



## Behavior

See what they do vs what they say



## Communication

Unlock cues or stories that will resonate



A person with long dark hair, wearing a red and white long-sleeved shirt, grey sweatpants, and white sneakers, is captured mid-jump against a weathered, cracked wall. Their arms are raised, and they are making a peace sign with their right hand. A semi-transparent dark grey rectangle is overlaid on the left side of the image, containing the text 'THANK YOU!' in white.

THANK YOU!