

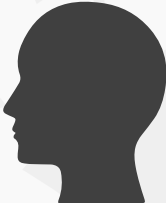






What to look out for when conducting observations

There are 5 main categories of things to look out for when conducting an observation:

 <p>Behavior What your participants do</p>	 <p>Words What your participants say</p>	 <p>Faces What your participants feel Where your participants look</p>
 <p>Environment Where your participants are</p>	 <p>Artifacts What your participants use</p>	

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What you find out when doing observations

Activities:

On the most basic level you find how people do different things by observing their activities.

Feelings:

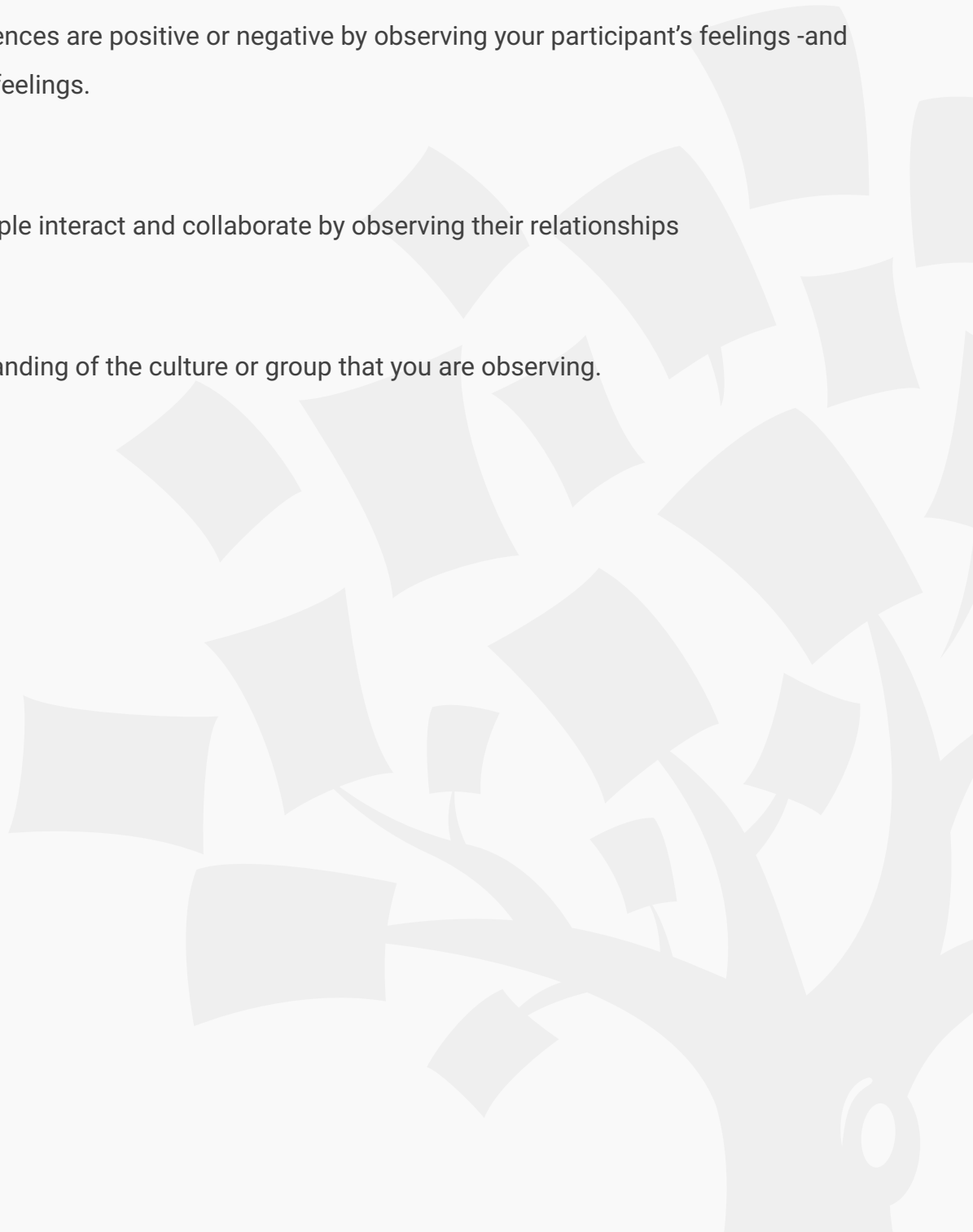
You find out if experiences are positive or negative by observing your participant's feelings -and what prompts those feelings.

Relationships:

You find out how people interact and collaborate by observing their relationships

Enculturation:

You build an understanding of the culture or group that you are observing.



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User Research – Methods and Best Practices

■□□ Beginner course

User experience (UX) design requires you to understand the pains and pleasures of your users—and user research is the way in which to do just that. In that sense, it's actually the largest part of the field... meaning it's essential for you to have the relevant skills and knowledge if you want to be competing with the best. In our course [User Research – Methods and Best Practices](#), you'll learn the best practices for getting first-hand knowledge of your users, thus enabling you to design the optimal product—one that's truly relevant for your users and, subsequently, outperforms your competitors'. In the course you'll be equipped with templates that will give you pointers on how to effectively interview your users, conduct observations, and best present your findings to stakeholders. You've already downloaded one template, now take the next step and master the full range of user research techniques!

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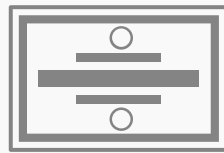
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