

Checklist for Ethnographic Research

define

- design question** Define the problem you want to solve
- target audience** Define the user that encounters the problem
- research question** Define the context you need to understand
- research method** Define the method that uncovers the context
- method components** Define location, participants, artifacts, timespan

prepare

- interview questions** Prepare open questions that uncover problem context
give participants room to elaborate on their experiences
- interview outline** Prepare interview outline: introduction, questions, conclusion
make them at ease, uncover new information, finish up
- participants** Prepare participants: share the outline to give them context
make the problem context incubate in the heads of participants
- interview** Prepare the location: make the user at ease and at rest
elements that amplify sharing of memories, actions and feelings

perform

- set the stage** components in place: start camera, action
- introduction** Start the show: make the participant feel welcome
repeat the outline: align on context and content
- ask the right question** Ask your participants your question when they are ready for them
- ask the question right** Make sure you leave ample space for participants to answer
open-ended, listen, embrace silence, support, don't judge
- follow up and validate** Repeat parts of answers that are unclear or might hide context
make sure on their meaning or uncover deeper meaning
- conclusion** End the show: if you have all answers (or feel you won't get them)
thank participant, share incentive, end recording

finish up

- after the credits** The most interesting part could come after the end. Stay focused!

uncover

- after interviews** Find insights from themes in multiple interviews