

# Observations

## Objectives

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To observe and better understand specific existing or new products in "real life" usage and purchase conditions.

Observations are conducted where appropriate: in home, at work, or elsewhere. Participants are informed of project objectives in respect to market research's professional code of conduct.

The video films of media usage are analysed, and eventually used to further depth interviewing or group discussion.

A few participants (10 to 30) are necessary for such exercises.

## Reporting

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Typical reporting is composed of:

- summary extracts will be presented on a DVD that may be accessed by:
  - household or socio-demographics
  - product usage or purchase moments
- presentation: a slide report will with summaries and analysis
- technical fieldwork details

## Showcase: Improving menu/remote ergonomics

### Background

Although most interactive services are nicely designed, their screen menus and commands are not necessarily user friendly. An observation study can be tailored to considerably help improve user remote/menu commands. A similar project was conducted in some European countries; specific parts are retained to protect confidentiality.

### Sampling and methodology

After selection of participants, video cameras are installed in their home for a first week to monitor their installation and first experiences. The video cameras are small and necessitate a technician to install them. The technician visits homes regularly and change cassettes. Actual observation recording is triggered automatically when being used.

Following this observation stage, depth interviews are conducted with each participant for the various installation and menu usage features.

### Reporting

A report is produced with improvements.

Summaries and details are presented along side their command and menu screen sections.

A DVD is produced with the various observations and selected audio depth interview recordings to illustrate the report.

These were designed especially for innovation and product development teams.

#### Quality

Observation is self controlled via video and audio captures. Special emphasis might be put on recruiting of participants, depending on the complexity of their screening. Participants all sign an agreement for this observation study.



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