

Record Field Research: Observations

After each day of field research, quickly synthesize and record the information you have gathered—what you observed people seeing, doing and saying. This serves two key purposes: it ensures that important details are not forgotten and helps guide what you are looking for during additional research.

Describe setting

5 Observations:

What are people doing in this situation? How are people doing this? Why might they be doing it this way?

4 Moments that stood out:

3 Things that were new or surprising:

2 Things that felt familiar:

1 Way we could help our user through a digital health solution:

Record Field Research: Interviews

After each day interview, quickly synthesize and record the information you have gathered as an empathy map—what the interviewee is thinking, feeling, seeing, doing and saying. This serves two key purposes: it ensures that important details are not forgotten and helps guide what you are looking for during interviews.

Seeing: Describe setting

