



## 5 Why

Help you uncover the deep motivations and assumptions that underpin a person's behavior.

### Suggested Time

15 minutes

### Level of Difficulty

Easy

### Materials Needed

Pens, paper

### Steps

1. asking a pretty broad question about your Interview participant's habits or behaviors then ask "why" to their response five times in a row.
2. Remember that you're not asking a horizontal question, (ie "Why else didn't you get a good harvest this year?") you're actually going for depth (ie "Why weren't you able to buy the fertilizer you needed?").
3. Write down what you hear, paying special attention to moments when it feels like you've moved a level deeper into understanding why the person does what she does.



# Draw It Map

Spur deeper and different kinds of conversations by picking up pen and paper and drawing.

## Suggested Time

30 minutes

## Level of Difficulty

Easy

## Materials Needed

Pen, notebook

## Steps

1. When you want the person you're designing for to draw something, give them a clear idea of what you're after. A map of their daily route? A timeline of their annual income? What percentage of their fields are dedicated to a certain crop?
2. May help the person drawing. Or be you start to draw first so that she doesn't feel embarrassed.
3. Write down what you hear, paying special attention to moments when it feels like you've moved a level deeper into understanding why the person does what she does.



# Experience Tour

Experience Tours can help ‘ground’ your thinking. they give you a clear perspective for developing ideas that are intimately connected with the people you’re working for.

## **Suggested Time**

1 Days

## **Level of Difficulty**

Moderate

## **Materials Needed**

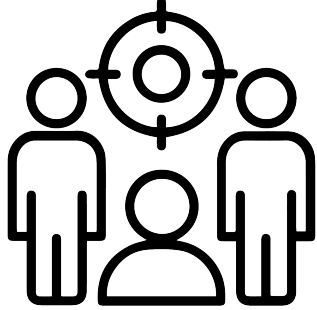
Pens, paper,  
camera

Experience Tours are a good way to spark inspirations by learning first-hand about what makes a great experience – or even what not to do, in the event that you encounter a negative experience. As going on an Experience Tour often means being out and about, it may be difficult to make structured notes on a worksheet.

Take a good look at the questions on the worksheet before you go out to get some prompts on the things to look out for.

You can either fill out the worksheet in as the Experience Tour progresses, or use it to jot down quick reminders and then sit down later to fill in all the details.

The idea is to really try and reflect upon the experience and understand the deeper layers – think about how it made you feel, as well as exactly what happened.



# Focus Group

The best Group Interviews seek to hear everyone's voice, get diverse opinions, and are strategic about group makeup.

## **Suggested Time**

90-120 Minutes

## **Level of Difficulty**

Moderate

## **Materials Needed**

Pens, paper,  
camera

## **Steps**

1. Identify the sort of group you want to interview. If you're trying to learn something specific, organize the group so that you have the best chance at hearing it.
2. In a Group Interview, be certain to have one person asking the questions and other team members taking notes and capturing what the group is saying.
3. Group Interviews are a great setting to identify who you might want to go deeper with in a Co-Creation Session.



# Immersion

There's no better way to understand the people you're designing for than by immersing yourself in their lives and communities.

## **Suggested Time**

Ideally a full week

## **Level of Difficulty**

Hard

## **Materials Needed**

If you're going into the field you'll need travel, accommodation, and the tools needed for Interviews

## **Steps**

1. As you Create a Project Plan, budget enough time and money to send team members into the field to spend time with the people you're designing for. Try to organize a homestay if possible.
2. Once you're there, observe as much as you can. It's crucial to record exactly what you see and hear. It's easy to interpret what's in front of you before you've fully understood it, so be sure you're taking down concrete details and quotes alongside your impressions.
3. A great Immersion technique is to shadow a person you're designing for for a day. Ask them all about their lives, how they make decisions , watch them socialize, work, and relax.



# Indepth Interview

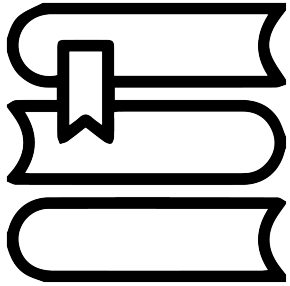
In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation.

**Suggested Time**  
15 minutes

**Level of Difficulty**  
Easy

**Materials Needed**  
Pens, paper

1. Methodology
  - a. How was the process carried out? (Describe the process of selecting the interviewees and conducting the interviews.)
  - b. What assumptions are there (if any)?
  - c. Are there any limitations with this method?
  - d. What instruments were used to collect data? (You may want to include some or all in the appendix.)
  - e. What sample(s) is/are being used?
  - f. Over which period of time was this data collected?
2. Results
  - a. What are the key findings?
  - b. What were the strengths and limitations of the information?
  - c. Where and how are the results similar and dissimilar to other findings (if other studies have been done)?



# Literature Review

A literature review is a search and evaluation of the available literature in your given subject or chosen topic area. It documents the state of the art with respect to the subject or topic you are writing about.

## Suggested Time

Ideally a full week

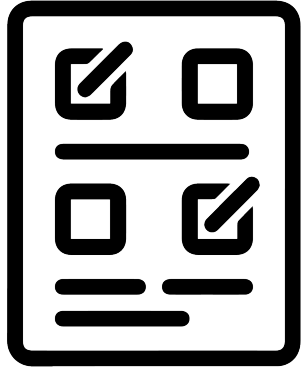
## Level of Difficulty

Easy

## Materials Needed

Pens, paper, Book

- It **surveys** the literature in your chosen area of study
- It **synthesises** the information in that literature into a summary
- It **critically analyses** the information gathered by identifying gaps in current knowledge; by showing limitations of theories and points of view; and by formulating areas for further research and reviewing areas of controversy
- It **presents** the literature in an organised way



# Questionnaire

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview.

**Suggested Time**  
15 minutes

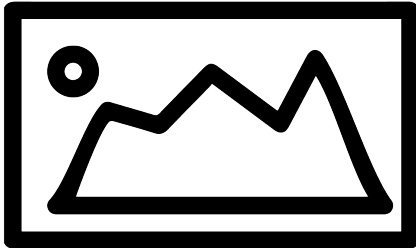
**Level of Difficulty**  
Easy

**Materials Needed**  
Pens, paper

- They can be economical. This means they can provide large amounts of research data for relatively low costs. Therefore, a large sample size can be obtained which should be representative of the population, which a researcher can then generalize from.
- The respondent provides information which can be easily converted into quantitative data (e.g., count the number of 'yes' or 'no' answers), allowing statistical analysis of the responses.
- The questions are standardized. All respondents are asked exactly the same questions in the same order. This means a questionnaire can be replicated easily to check for reliability. Therefore, a second researcher can use the questionnaire to check that the results are consistent.



# Photo Journal



Photos are a fantastic way to learn about a person's life, especially if they're the one taking them.

## **Suggested Time**

2-7 days

## **Level of Difficulty**

Medium

## **Materials Needed**

Camera  
(smartphone,  
Polaroid,  
disposable camera)

## **Steps**

1. Once the person you're designing for has taken the photos, get them developed, or have them send it to you digitally in advance of the scheduled interview.
2. Photojournals allow you to actually preview a piece of your Interview, so spend some time with the pictures and develop a few questions you'll want to ask based on what you see.
3. When you're together, ask the person to walk you through the photos they took, and what they mean. Probe into the "why" behind each photo, dig into how they feel about the photos, and don't forget to ask what they decided to leave out and why.



# Question Ladder

The **Question Ladder** tool is a quick and easy way to start asking your questions in a few different ways, and to start combining questions in order to reach more complex answers.

## **Suggested Time**

15 minutes

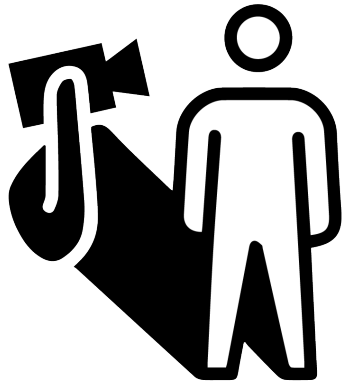
## **Level of Difficulty**

Easy

## **Materials Needed**

Pens, paper

It provides a structured overview of what goes in to a question; it shows how to combine a range of who, what, where, when, why and how questions coupled with the words like is, did, can, will, would and might. This makes it much easier to think about the best way to get to the heart of the issue at hand, and to build chains of questions that will allow you to gradually reach the heart of more complex issues. While making a questionnaire or before going for an interview, this worksheet can be used as a series of possible questions from which a final set can be chosen. Use this to practice approaching and exploring an issue through various directions.



# Shadowing

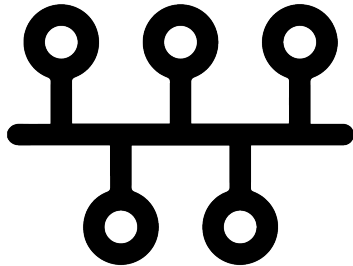
**People Shadowing** as the name suggests, means becoming someone's shadow for a while. Following someone, or a group of people, as they live their everyday life, or go about their daily work helps to understand the environment they are part of.

**Suggested Time**  
Ideally a full week

**Level of Difficulty**  
Hard

**Materials Needed**  
If you're going into the field you'll need travel, accommodation, and the tools needed for Interviews

Shadowing involves making many choices: not just who to follow, but also when and how to be actively involved when you get there. You also need to think about the kind of things you're looking out for, and the ways in which you might want to record what you find. The key is preparation: balancing the need to structure what you find while staying open to the unexpected. This tool includes a quick checklist and a format to note down these findings.



# Story World

The **Storyworld** tool provides a useful way to highlight the most relevant insights from your research.

## **Suggested Time**

15 minutes

## **Level of Difficulty**

Easy

## **Materials Needed**

Pens, paper

You can use Storyworld as input for a creative workshop. Fill out the worksheet in advance, to provide a structured profile that is relevant to the topic. This offers a useful starting point for a brainstorm on ideas for new solutions.

You can also use Storyworld as a workshop activity by filling out the sections of the worksheet together with your team, while going through selected data from your research. This enables the team to develop a joint understanding of a person and his/her world.