

Observations

What is it?

Watching what happens, when, and with whom. It is a great way for observing the behaviour of the demographic group that you are observing and finding out what really goes on in your library. You can target potential interviewees from the groups you are observing. It can be used in tandem with user journey mapping (observations will help identify sticking points in some processes).



Things you need

- Guidelines on what you will and will not observe (e.g. the AEIOU framework)
- Sufficient training for the observers (multiple observers can help triangulate data)
- A notepad, tablet, laptop etc. on which to log data
- Posters notifying visitors of research that is occurring with dates/timings



How to do it

1. Choose an area to observe in.
2. There is not necessarily a set time limit to observe within - usually takes place until there is no new behaviour to observe.
3. Record your observations, logging pure observation data and feelings/speculations separately.
4. Create vignettes from the data to create a more tangible/relatable story of what happens in the space (optional).
5. Ideally this method will be used alongside interviews to confirm what is happening in the observation data, and/or to help create discussion points with interviewees.

