

Photo Studies



What is it?

The use of photos to find out information on your chosen area. Gains user preference. A creative way to encourage interaction by getting various demographic groups involved. It is an effective technique to find out what people wouldn't necessarily tell you. It can also be a good method to use for capturing an emotional response about a particular service/resource/space.



Things you need

- Photographs
- Participants
- Library tablet



How to do it

1a. Depending on what you want to learn, take around 10 photos of a particular library space, service or resource in advance of the exercise.

Gather the response to each of the photograph. You could record this or take notes. You may want to ask additional questions.

1b. Ask the user to take photographs on a specific topic with their own device, or a library tablet topic – freeform



You could go with them (especially if you are loaning out a piece of library equipment!) and then sit down with the person and ask them to tell you about the images they have captured. You could ask specific questions about their photographs and the feelings they evoke.

Alternatively you could ask them to share via Instagram etc. using hashtags
You could ask them to email/upload their photos to a specific area

Following up

- Useful to follow up with interviews, cognitive mapping and user journey mapping.