

**Savigny User Research**, based in **Berlin, Germany**, conducts

- **ethnographic user research** on interactive products and services, revealing **how they fit into people's daily lives**, whether at home, at work, or mobile,
  - i.e. investigates **real usage situations** through **studies on site** and
  - evaluates them with respect to **user needs** as well as **recommended design improvements**
- **usability testing** of interactive products and services
- **group discussions** and **participatory design workshops** in **teststudios** with observation room.



**Savigny User Research** conducts research in **Germany, Austria and CH**, or the **UK**, often as part of **multi-country studies**.

In collaboration with our partners, we also offer those services in France, Italy, Spain, Portugal, Finland, Poland, Russia, Brazil, India, China, and the US.

## Ethnographic user studies

- **reveal how** your **products** and **services fit** into people's **daily lives**,
- also let us **elicit user needs** for innovative **products** and **services**.

## Methods and deliverables

- **On-site interviews** and **observations** take an all-important **deep look**.
- **Photo-** and **video-**supported **diary studies** show **weekly routines** and allow to put findings into perspective.
- **Participant profiles** illustrated by **photos** and **video clips** present rich findings in a concise format, allowing for comparison between different countries.



### Entertainment Experience why people have the entertainment experiences they have

#### Place is HH member's lives

- For Gloria, music is very important. She gets wakes up with her favorite song by her mobile phone. She is the only one who mouth listens to the kitchen radio, starting when she makes her coffee. Her favorite place for it is in the car.
- Watching series on TV and movie DVD is very important to Gloria and Natalia, also to Jasmine and Cagney. Last mainly hobbies social games.
- The family's favorite time is dinner when they always watch Good Times, Bad Times.
- Gloria's favorite time is when she disappears (alone or with Natalia) to her bedroom when her series start. "Relaxing! I can watch what I want."

#### Passions, interests, hobbies

- Going to the club Mercedes Fitnessstudio, listening to MTV, there is Gloria's hobby.
- Shopping and films are Natalia's hobbies.
- Jasmine's hobby is car driving and taking a look at houses. She wants to become a real estate agent.



Gloria in the kitchen with R-Jon Radio music



ER\_GloriaSeries, Gloria and her series

## Usability testing and competitor research

- let us **evaluate** different **user groups'** **reactions** to and **performances** using a **product** or **service**,
- show **how** it **fares** against **competitors**.

## Methods and deliverables

- **Lab usability tests** allow for controlled comparisons, based on **set tasks**.
- **Issues** are **illustrated** by images and videos, and **rated** by **severity** and **effort** required for **fixing** them.
- **Re-design recommendations** are given, and **conclusions** reached **together** with the client.



Cabin selection Priority – High

**Issues**

- All participants managed cabin class selection. Recommendations are recommended with ease priority (screen view).
- Almost all participants needed help with cabin selection.
- The option to select a specific cabin and seeing it on the deck plan was overlooked by 10 out of 12 participants. That screen was perceived as meant for inputting passenger details only.
- When pointed out, participants were mostly happy with the deck plan. But almost all participants needed help with selecting their cabin on another screen.

**Recommendations**

- Allow zooming the deck plan.
- Cabins should be selectable by clicking on the deck plan.
- Available and selected cabins should be clearly marked.
- Consider offering an option to select a cabin in a different class directly on the deck plan. Class information including price and price difference should be presented in that case.

Fig 8 Cabin selection overlooked

Fig 9 Deck plan with hard-to-read cabins

10 - Other is available  
11 - Cabin selection needed  
12 - Cabin selection needed  
13 - Changing cabin

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## Group discussions and PD workshops

- let us **evaluate** different **user groups' reactions** to **concepts** of an interactive product or service,
- let participants **work out** their **ideas** and **priorities** in small groups, using **materials provided** by us.

## Methods and deliverables

- For a quick overview, **findings** from group discussions and PD workshops **can be juxtaposed** with findings from usability testing.
- **Main ideas** from group discussions and participatory design workshops are **rated by us** wrt expected impact. Again, **conclusions** are **reached together** in a workshop **with the client**.



- **Peter v. Savigny** has 20 years' experience as **user researcher** and participatory design specialist for interactive products.  
His particular expertise lies in the strategic application of **ethnographic research** methods for understanding **people's needs** for products and services supporting them **in their daily lives**.
- **Anna Lühe** is an **anthropologist** experienced in **ethnography** and qualitative market research.
- **Matthias Roloff** has 12 years' experience as user interface designer / creative director, and as **user experience researcher**.



- **Online doctor service**  
Field + diary study, interview transcripts, shared analysis
- **Music listening**  
Field + diary study, 1st analysis
- **Online purchasing of prof. liability insurance**  
Usability testing + PD workshops, video logs, topline findings, report
- **Car buying**  
Field + diary study, interview transcripts, shared analysis
- **Location behavior**  
Field studies, video highlights, report
- **Hospital ward rounds**  
Field studies, interviews, workshop, reports
- **Virtual fitting room**  
Field studies, prototype testing, shop alongs, report
- **Xbox Kinect**  
Field studies, video highlights, reports, shared analysis
- **Supporting bridge engineers (Xerox PARC)**  
Field studies, analysis, PD, case-based prototyping



## Innovative mobile technology study

Field study, PD, video highlights, scenarios

Focus: **Current practice** and **usage scenarios** with new technological options

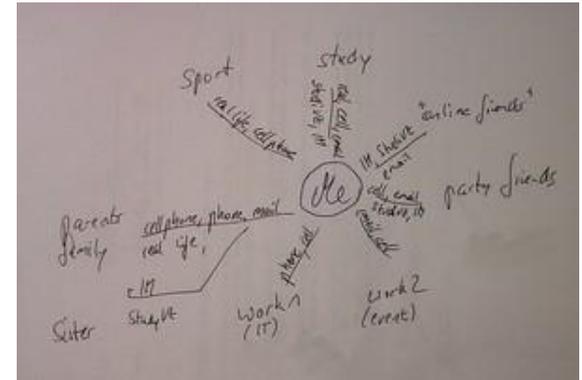
Contextual interviews about current communication, PIM, web + mobile usage

Brainstorming and idea generation (PD)

Participants sketched **communication maps** and **scenarios**. They were asked to rate them by the practical value in their daily lives.

SUR produced an **overview** of top-rated **scenarios** and **>20 video highlights**.

Our partner conducted the **2<sup>nd</sup>-level analysis across countries** and produced the final presentation to the client.



**Smartphone OOBÉ study** in London  
Field + diary study, video highlights, analysis

Focus: **Discovery and use** of different kinds  
of navigation: hotlist and main menu

We gave participants **smartphones** which  
replaced their own phones for 10 days.

We visited them on **days 1, 2, 5, and 10**.  
They kept a **diary** for 10 days.

SUR produced **>50 video highlights** and  
**findings** by participant as well as  
findings by issue and **recommendations**.

Our partner produced and gave the **video-  
supported presentation** to the US client.



- **Music listening**  
Diary study, self-reporting video
- **Tablet usage in hospital ward rounds**  
Field study, PD, video highlights
- **In-car smartphone usability**  
Lab testing, PiP video
- **Navigation device needs**  
Focus groups, answer sheets, debriefing
- **Cell phone positioning**  
Focus groups, workbooks, debriefing
- **Innovative mobile technology usage**  
Field study, PD, video highlights, scenarios
- **Messaging user needs**  
Field + diary study, focus group, complemented notes
- **Smartphone OOB study in London**  
Field + diary study, video highlights, analysis
- **Out-of-the-box experience**  
Lab testing, PiP video
- **Mobile phone software market concept**  
Field study, notes + rough video log



# Sample material Diary

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What entertainment devices do you have in your home (everything from CD players to DVD recorders!)? And how long have you had them? (Continue on opposite page if necessary.)

Device owned	How long you've owned it	What you use these devices for	How often you use it now (Every day; Every week; Occasionally)
Mobile phone with photo Sony Ericsson	1 year	Phoning, SMS, Taking photos Ring tones	daily
Kitchen radio	10 years	Listening when cooking and cleaning	daily
Car radio/CD player	4 years	When I drive the car	Occasionally
DVD recorder	4 years	To watch the newest movies from videotheque	Weekly
Laptop	4.5 years	Internet shopping Price comparisons information	Occasionally
Video recorder	10 years	Watching videotapes	Occasionally
TV set	10 years	Watching TV	Daily
Photo digital camera	2 months	Shoot photos video recording	Occasionally
Jasmina's photo digital camera Canon Ixus	3 years	Photos	Daily in the beginning, less often now



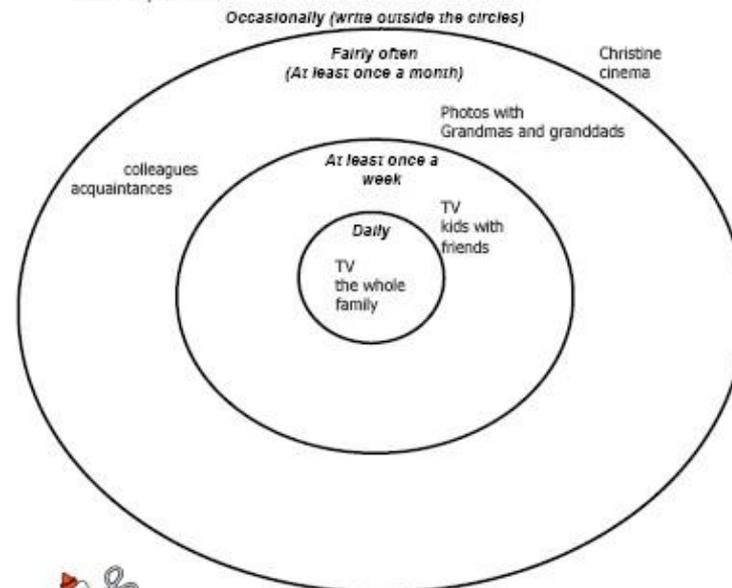
Gather together the other members of your household (if applicable) and talk about each person's favourite time of day. Why is that time their favourite time of day?

When are your best times for being together? Please write your thoughts below.

Member of the household:	Favorite time of the day	Why
5 people	Evening	Relaxing, watching TV Do what one wants to do

(please continue on opposite page if you run out of space)  
Best times for being together  
 At dinner, 19:40h GZSZ (Good Times, Bad Times)

In the diagram below, please fill in the names and title of your friends and family - For example Mum (Jean), Cousins (Marcia and Betty), Friends (John and Simon) - with whom you watch television/films with and when/why. What do you watch together? Does this ever happen outside of your home?



Cut out a picture/pictures from a magazine/newspaper/website that represents the role that watching television/films/videos plays in your life. Stick them on the page opposite.



Gather together the other members of your household (if applicable). Discuss what your favourite places for enjoying entertainment are and explain why in the box below.

In the living room, on the sofa watching TV together

<b>Question 3</b>	<i>What kind of applications or content did you download?</i>
Notes #1 – 0:05:00 #1 – 0:07:10	Ringtone, anti-virus Web -> Music -> Ringtones, direct to mobile Shows how she went there on VF Live
<b>Question 4</b>	<i>Why did you decide to download it/them?</i>
Notes	Found on VF Live, liked it
<b>Question 5</b>	<i>Did they cost something? How much? How did you pay them? What do you think about the prices?</i>
Notes #1 – 0:24:20	2.49 Euro, ok, paid on VF bill, preferred way
<b>Question 6</b>	<i>Where did you find them? How did you get to know about them?</i>
Notes #1 – 0:08:20 #1 – 0:10:20 #1 – 0:12:30 #1 – 0:16:30 #1 – 0:20:40	VF Live, browses through list there, good variety of songs there selects and downloads another song  For anti-virus software, she searched the internet, i.e. Google, on her laptop, found a description of F-Secure, then googled for it on her mobile, found a 30-day trial version and took it. She shows how she did it. She does it a bit awkwardly via searching for the faq and finding a link in there. Peter explains to her what faq means. She finally finds the right version for her mobile on the F-Secure site. What she doesn't yet know is how to cancel the subscription within 30 days. She isn't quite sure whether it would appear on her VF bill after 30 days.
<b>Question 7</b>	<i>Where there any problems when buying or downloading them?</i>
Notes	No, it's just a bit slow

# Sample deliverable Profile

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Quiet clerk

## Dinah

**Country:** Germany

**Household makeup:** Lives alone, boy-friend

**Center of media experience:** TV:  
Broadcast + DVDs

**Something unique:** Experiences media through much of the day but always chooses friends and family over media. She's a classic mainstream media person who isn't looking for anything unusual. Her tastes are simple and the radio and TV both have things that she really likes.



Her stereo is broken but she can play music with her DVD player.



No real organization to her CDs except recently-listened-to-on-top



Owens few DVDs and has no organization to them



Has a radio in nearly every room of the house (kitchen shown).



Sees television as something she mostly does alone (news, morning shows, series)



Firms are social, mostly watching DVDs at home with her boyfriend and/or friends.



Turns the radio on first thing in the morning and likes to have it on most of the day as background.



## Mini-reports allow team to thoroughly debrief on each participant

- Summary of data from interview
- Consolidates behaviours, issues and findings
- Allows for participants to be compared to each other
- Creates a shared understanding of data across team members in different countries
- Highlights most salient instances of user's experience

<p><b>Kevin</b></p> <p><b>Profile:</b> Kevin is a 30-year-old married manager. He lives in Manchester in a rented apartment and has a dog. He works for a large company in the financial services sector. He is a frequent traveller and has a good understanding of the UK market. He is a frequent traveller and has a good understanding of the UK market.</p> <p><b>Review of sites visited during pre-task:</b> Kevin visited all sites. He liked the look of the site, particularly the navigation. He was able to find the information he needed quickly and easily. He was able to find the information he needed quickly and easily.</p> <p><b>Other sites he compared here to, and why:</b> He found the UK Government website to be a good example of a well-designed website. He liked the look of the site, particularly the navigation. He was able to find the information he needed quickly and easily.</p> <p><i>"My home internet is an office, so saving space is a primary concern."</i></p>	<p><b>business</b></p> 
<p><b>Sarah</b></p> <p><b>Pain points and evolution:</b> Sarah is a 25-year-old student. She is currently studying for a degree in Business Administration. She is a frequent traveller and has a good understanding of the UK market. She is a frequent traveller and has a good understanding of the UK market.</p> <p><b>Multi-channel usage:</b> Sarah uses all channels to access the site. She uses the website on her laptop, tablet, and smartphone. She uses the website on her laptop, tablet, and smartphone.</p> <p><b>Other quotes or important notes about this participant:</b> Sarah is a frequent traveller and has a good understanding of the UK market. She is a frequent traveller and has a good understanding of the UK market.</p>	<p><b>consumer</b></p>  <p>Sarah claims that she would find the website easier to use if it was more intuitive. She would like to see more information on the website. She would like to see more information on the website.</p>

### We are experienced ...

- ... with user research in **various domains**, e.g. mobile devices, e-commerce, home entertainment, social networking, healthcare
- ... with **ethnographic** user research, usability testing, focus groups and with **participatory design** workshops
- ... with finding **excellent participants** for our studies
- ... with **multi-country** studies and **coordinating** with partners
- ... with making accessible **video** recordings in a **time-saving** format
- ... with **customizing** our **research** and **deliverables** according to our clients' and partners' needs
- ... with **analyzing** and **extracting findings** and **conclusions together** with our clients and partners
- ... with working **within** short **timeframes** and within **budget**

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