

## Assignment 5:

# Participatory Research Tools

Due 10/6

**Please submit assignments to me digitally (lserota@ac4d.com) with the subject line: Assignment # – First Name & First Name**

**Description:** Research tools are guides for fielding which ensure the research runs as smoothly as possible. They provide structure for interviews and observation, and guidelines for choosing participants and fielding techniques. They are built based on your research focus and help maintain consistency in approach across multiple types of methodologies and/or participants.

Participatory research considers the user as a part of the creative process, providing them tools and stimulus to descriptively discuss their experiences and express solutions. It allows participants to dream about solutions and aspirational experiences by grounding them in their current experiences. Conducting and documenting participatory research are particularly challenging, as the insights lie not in what the participant creates or describes, but the emotion and logic behind why they do so.

### Participatory Research Requirements:

Based on your newly refined focus, you will conduct participatory interviews with at least 3 people. The research will have 3 parts – 1 part before the interview and 2 parts during. Your team will develop the homework or pre-interview exercise, then use the word and image stimulus Leah gave you as a base for building a more comprehensive exercise for the in-person interview. The interviews should each be around 1.5 hours – no less than 1.25, and no more than 2.

#### Pre-Interview

##### **1. Homework/Prime**

*Max. 20 minutes to complete*

- Can be journaling, an initial collaging activity, “getting to know you” questions, etc.

*\*Reviewing this will be the first thing you do in your interview.*

#### Interview

##### **2. Review Homework/Dream**

*+/- 45 minutes*

- Review each component of homework activity. Have them describe.
- Visibly capture *Barriers* and summarize *Wish-Fors* in a capture sheet or on their homework activity itself. Keep these out for reference during exercise 3.

##### **3. Ideal/Create**

*+/- 45 minutes*

- “My ideal experience\_\_\_\_\_ Is & Is Not....” Canvas, with the “Is” on the top (Use your new focus to help define what the blanks in this statement are)
- Use experiential word and image stimulus from Leah, and add your stimulus specific to your focus:
  - 30 additional images
  - 30 additional words

### What you should turn in:

A series of documents your team will use during fielding (see below), as well as a research plan. These should be simple text files (or illustrator/graphic files for worksheets and activities), and may all be delineated pages in one document or separate documents. The documents you turn in will include:

-Planned Research Dates & recruiting methods

-Discussion Guide and all relative questions/probes broken down by exercise number

-All stimulus, worksheets and tools (broken out by activity number above)

-List of Participant Criteria

Note – by the time this assignment is turned in, your team should already have a time and place set for one if not all of your participatory interviews.

Assignment 5	Weight
Relevance to class topic	10
Exercises realistic and relevant to scope	20
Exercises & Discussion Guide organized	30
Stimulus, Worksheets and Tools thoughtfully created	30
Execution: Grammar & Articulation	10
	100

