ETHNOGRAPHY EXPEDITION
A flight plan for design exploration
An ethnography expedition enables you to gain understanding, discover insights, and (re)frame design opportunities. Below is a generic sequence of methods for the work. Outline the specific steps for your expedition.

**Conduct Field Research**
(Interview, observe, or immerse)

**Unpack**
(Retell stories and headline.)

**Develop Insights**
(Clustering, inference, frameworks)

**Create How Might We Questions**
(Potentially: Enter Ideation/Creation Expedition)

1. **Create ways to _________________________________ .**
   For _________________________________ .
   (While considering ____________________________ .)
   We really need to figure out ________________________________ .
   ________________________________________________ .

2. **WHAT TECHNIQUES?**
   (Interview, observe, immerse, etc.)

3. **WITH WHOM? / WHERE? / HOW TO REACH THEM?**
   (Interviewers and interviewees.)

4. **WHAT DO YOU NEED TO STUDY PRIOR?**
   (Secondary research.)

5. **WHAT TECHNIQUE(S)?**
   *(This may change based on what you learn in field research.)*

6. **WITH WHOM?**

7. **WHEN? / HOW OFTEN? / WHERE TO CAPTURE?**

8. **WHAT TECHNIQUE(S)?**
   *(Give yourself at least equal time as interviewing for unpacking and sense making)*

9. **WITH WHOM?**

10. **WHAT TECHNIQUE(S)?**
    *(With whom?)*

**ETHNOGRAPHY EXPEDITION PLAN**

WITH WHOM?

* Give yourself at least equal time as interviewing for unpacking and sense making.
UNPACK AND INFER
WHAT DO YOU NOTICE? WHAT MIGHT IT MEAN?

Interviewee:

TELLING, SURPRISING, IN TENSION
(What do you notice?)

“WE WONDER IF THIS MEANS ...”
(From what you noticed, infer the meaning)
DESIGN OPPORTUNITIES
WHAT NEW INSIGHTS AND OPPORTUNITIES DID YOU DISCOVER?

Select a person (or subset of people) you interviewed and write the four sentence below to describe and contextualize a new design opportunity.

WE MET...
[person/stakeholder you were inspired by]

WE WERE STRUCK BY...
[something telling, surprising, in tension]

WE WONDER IF THIS MEANS...
[a potential human insight — that gives you direction]

The above insight reveals these new opportunities.

HOW MIGHT WE ...
[write 2-3; don’t dictate a solution]
“HOW-MIGHT-WE” QUESTIONS
TURN INSIGHTS INTO ACTIONABLE PROVOCATIONS

AN EXAMPLE
Imagine you are in the ice cream business and you have an insight/perspective:
“Sharing an ice cream cone is a uniquely tender moment. How could we build our business around this?”
You might create the following How-Might-We questions:

Amp up the good (or lessen the bad):
HMW make the “tandem” of ice cream cones?
HMW make an ice cream shop the perfect first date venue?

Focus on emotions:
HMW help a father show his love to his daughter with an ice cream cone?
HMW design an ice cream cone to say goodbye?
HMW make the “I’m sorry” ice cream experience?

Question an assumption:
HMW share ice cream without a cone or cup?

Create an analogy from insight or context:
HMW make ice cream like a therapy session?

Focus in on an element:
HMW amplify and celebrate the dripping of ice cream?

Take it to an extreme:
HMW make a mourning ice cream experience?

Your insight(s) / perspective:

AMP UP THE GOOD AND FOCUS ON EMOTIONS

FLIP ASSUMPTIONS AND ANALOGY

FOCUS IN AND TAKE IT TO AN EXTREME

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ETHNOGRAPHY EXPEDITION RESULTS
WHAT DID YOU LEARN? HOW DOES THAT INFLUENCE THE PROJECT?

Use the below to summarize takeaways from this expedition.

WHAT YOU DID
Who spoken to, what observed, where, etc.

TOP INSIGHTS
New insights from this expedition

HOW-MIGHT-WE QUESTIONS
Framings of new opportunities