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Design Research Check-In

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Who you observed or interviewed, their background, and the environment.
The participant here was John who is a UX Director at a healthcare organization based in Seattle. John was out shopping at H&M for the winter sale, and I accompanied him for about 20 minutes this Wednesday.

What did you learn?
Our participant is a fairly organised individual who is aware of what is in his closet and shops taking that into consideration ("I don't buy the same products again and again"). He also ensures that he doesn't end up buying similar clothes and creating unnecessary clutter. He mentioned that he only shops when there is a sale but otherwise doesn't go shopping often.

What tasks, problems, or opportunities did you uncover?
As the contextual interview went on, we realized that this participant might not be in our target audience. We aim to help people who are too overwhelmed by their clothes due to limited closet space or overbuying, and John does not seem to have this issue.

Did you encounter any difficulties establishing rapport or getting the information you need?
We found that our interview questions were too suggestive and narrow, and failed to engage the participant to the extent that we wanted. We had a difficult time getting our participant to delve into more details about his decisions.

What are your plans for the remaining participants?
We plan to reorganize our interview questions and change the setting of our contextual inquiry. Since we are more interested in learning how our participants feel about what they currently have in their closet, perhaps it is more appropriate that we begin our research from there. We will conduct our contextual inquiry at our participant's home and ask them to give us a tour/description of what they have in their closet. This will allow us to get more details and learn about their current problems.

How do you plan to change your design research plan based on what you learned with your first participant?
We have new talking points that we will use for our contextual inquiry, and we also plan to try doing research in the participant's home (specifically, where they keep their clothing) instead of accompanying them while they shop. Some examples of new talking points are:
1. Who shops for your clothes? How often? (We are only interested in participants who does their own shopping so this will be used as a filter question)
2. Can you talk us through a tour of your closet? (possibly ask to record the process)
3. Can you walk me through your morning routine according to your current outfit choice?
4. Are you content with all your purchases? How so? What are you (not) content with?
5. What are your current solutions for organizing your clothing?
6. How does having limited space affect your ability to store and organize your clothing?