

Introduction

The purpose of conducting site visits is to learn as much as we can about the environment in which the product will be used, and the people who will use it.

Having observers present while you work can be stressful. Participants may be nervous and uncomfortable. Therefore please follow these guidelines.

Respect

The people we visit are giving us their time and knowledge, and it is important that we treat them with respect.

- Do not discuss participants' personal attributes. It is inappropriate to discuss participants in any way that is not directly related to the work we are carrying out.
- Do not include participant names in any notes you make.
- The site visit administrator is in charge of the visit. At any stage the administrator may request that any interviewer leave the area. If this happens, please comply immediately and without discussion.

Observe

Our purpose is to observe and learn, not to educate.

Observe closely what people do and say.

Pay attention to the physical and cultural environment, and any factors that influence the way in which people work.

Pay particular attention to interruptions to the flow of work.

Make your notes as detailed as possible.

Do not tell people how to do things. If you have a tip that can genuinely help a person we visit, make a note of it and tell them at the end of the visit.

Question

If you don't understand something, or if something happened too quickly, you may ask the person we are visiting to repeat or explain.

Ask questions at appropriate times. For example, do not interrupt telephone or other conversations, but keep questions until the end.