

P2 DESAIN PRODUK - TEORI-PRAKTIKUM

If your product could do anything, what would you want it to do?

OBSERVING is the answer

OBSERVATION

- **SHADOWING**

Collecting data and fact about all environment that surrounding the product and user the product

- **BEHAVIORAL MAPPING**

Problem:

In any man-made environment, discrepancies may exist between the intent of its design and how it is actually used.

Solution:

Behavioral Mapping allows researchers to determine how participants use a designed space by recording participant behaviors and/or tracking participant movement within the space itself.

Use when:

Behavioral mapping can be useful to help identify underlying patterns of participant movement and behavior within a given environment.

Use for:

Planning improvements to an existing space, improving the overall design of similar spaces in the future or confirming that a newly designed or redesigned space supports the behaviors for which it was designed.

Process:

This methodology is unobtrusive (done “at a distance”) and often undertaken in public areas, so participant consent may not be required.

The process for “person-centred” behavioural mapping is outlined below.

1) **Materials** – Begin with a site plan or map—typically, a top-down-style drawing of the area under study, sketched on paper or created with a graphics software application. Produce multiple photocopies or prints of the map as necessary. (A single sheet can capture both motions and behaviours, visually aggregating the data in the process; however, this may prove more difficult to read than tracking individual participants on separate sheets.)

2) **Parameters** – List the behaviours that will be recorded during the study. This crucial step helps researchers to avoid making assumptions about the behaviours they might encounter during the study. It also helps them avoid the temptation to record every observed behaviour rather than those deemed most relevant to the research question. Develop a method of notation for locating recorded behaviours on the map, such as initials, symbols or colour-coded dots. Depending on the needs of the study, researchers may also wish to capture basic demographic data on each participant. Some studies may benefit from recording each participant’s movement through the space (usually indicated as a line on the map). However, researchers may also wish to record the various directions that a participant faced, or note the places where a participant stopped moving.

Time is often an important data point in behavioural mapping studies, as well. How long was each stop? For how long was each behaviour displayed? How long was the overall stay or journey of each participant? Define the duration of observing a specific participant. This decision can be based on various conditions: after a set amount of time, when the participant leaves the area, when the

researcher loses sight of the participant, or any combination of factors.

3) **Record** – Each researcher records the behaviour of a single participant respectively, making notations on the map until one of the conditions for ceasing observation is met. At this point, the researcher becomes available to observe the next participant who arrives. (Note: researchers should avoid overlapping their observations—in other words, no two researchers should track the same individual.)

4) **Analysis** – Viewing the results in aggregate is often a useful first step. For example, visually overlaying the paths that participants took may help to determine heavy traffic zones versus underused areas. (Recall that behavioural mapping is typically combined with other qualitative methods in an effort to uncover participant motivations.)

Note: Various factors—including the time of day, the day of the week, the season, weather conditions, special events and calendar holidays—may have a dramatic impact on the number of participants observed and the types of behaviours displayed. To reduce or otherwise account for these uncontrollable variables, multiple visits to the site, perhaps even over the course of a full year, may be required to accurately capture a site’s usage patterns.

- **CONSUMER JOURNEY**

Article | *McKinsey Quarterly*

The consumer decision journey

Consumers are moving outside the purchasing funnel—changing the way they research and buy your products. If your marketing hasn’t changed in response, it should.

June 2009 | by David Court, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik

The consumer decision journey—an interactive

Consumers are changing the way they research and buy products..

- **CAMERA JOURNALS**
- **EXTREME USER INTERVIEWS**
- **STORYTELLING UNFOCUS GROUPS**

OBSERVATION ITEMS

Think future context

Creating science fact not science fiction

Technical opportunity

Satisfied users. Surprising features. Value in innovation

Brand attitudes

Building identity on knowledge

Daftar Pustaka

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2. Pena, Parshall. 2006. *Problem Seeking – Fourth Edition*. HOK. Pub.
3. Roozenburg, N.F.M. & J. Eekels. 1995. *Product Design: Fundamentals and Methods*. John Wiley & Sons.