Savigny User Research, based in **Berlin, Germany**, conducts

- **ethnographic user research** on interactive products
  and services, revealing **how they fit into people's daily lives**,
  whether at home, at work, or mobile,

  - i.e. investigates **real usage situations**
    through **studies on site** and

  - evaluates them with respect to **user needs** as
    well as **recommended design improvements**

- **usability testing** of interactive products and services

- **group discussions** and **participatory design
  workshops** in **teststudios** with observation room.

Savigny User Research conducts research in **Germany,
Austria and CH,** or the **UK**, often as part of **multi-country studies**.
In collaboration with our partners, we also offer those services in France, Italy,
Spain, Portugal, Finland, Poland, Russia, Brazil, India, China, and the US.

Ethnographic user studies

- **reveal how** your **products** and **services fit** into people's **daily lives,**

- also let us **elicit user needs** for innovative **products** and **services.**

Methods and **deliverables**

- **On-site interviews** and **observations** take an all-important **deep look**.

- **Photo-** and **video**-supported **diary studies** show **weekly routines** and allow to put findings into perspective.

- **Participant profiles** illustrated by **photos** and **video clips** present rich findings in a concise format, allowing for comparison between different countries.

Usability testing and competitor research

- let us **evaluate** different **user groups'
  reactions** to and **performances** using
  a **product** or **service,**

- show **how** it **fares** against **competitors.**

Methods and **deliverables**

- **Lab usability tests** allow for
  controlled comparisons, based on **set tasks**.

- **Issues** are **illustrated** by images and videos,
  and **rated** by **severity** and
  effort required for **fixing** them.

- **Re-design recommendations** are given, and
  conclusions reached **together** with the client.

Group discussions and PD workshops

- let us **evaluate** different **user groups' reactions** to **concepts** of an interactive product or service,

- let participants **work out** their **ideas** and **priorities** in small groups, using **materials provided** by us.

Methods and deliverables

- For a quick overview, **findings** from group discussions and PD workshops **can be juxtaposed** with findings from usability testing.

- **Main ideas** from group discussions and participatory design workshops are **rated by us** wrt expected impact. Again, **conclusions** are **reached together** in a workshop **with the client**.

- **Peter v. Savigny** has 20 years' experience as **user researcher** and participatory design specialist for interactive products.

  His particular expertise lies in the strategic application of **ethnographic research** methods for understanding **people's needs** for products and services supporting them **in their daily lives**.

- **Anna Lühe** is an **anthropologist** experienced in **ethnography** and qualitative market research.

- **Matthias Roloff** has 12 years' experience as user interface designer / creative director, and as **user experience researcher**.

- **Online doctor service**
  Field + diary study, interview transcripts, shared analysis

- **Music listening**
  Field + diary study, 1st analysis

- **Online purchasing of prof. liability insurance**
  Usability testing + PD workshops, video logs, topline findings, report

- **Car buying**
  Field + diary study, interview transcripts, shared analysis

- **Location behavior**
  Field studies, video highlights, report

- **Hospital ward rounds**
  Field studies, interviews, workshop, reports

- **Virtual fitting room**
  Field studies, prototype testing, shop alongs, report

- **Xbox Kinect**
  Field studies, video highlights, reports, shared analysis

- **Supporting bridge engineers** (Xerox PARC)
  Field studies, analysis, PD, case-based prototyping

Innovative mobile technology study
Field study, PD, video highlights, scenarios

Focus: **Current practice** and **usage scenarios** with new technological options

Contextual interviews about current communication, PIM, web + mobile usage

Brainstorming and idea generation (PD)

Participants sketched **communication maps** and **scenarios**. They were asked to rate them by the practical value in their daily lives.

SUR produced an **overview** of top-rated **scenarios** and **>20 video highlights**.

Our partner conducted the **2nd-level analysis across countries** and produced the final presentation to the client.
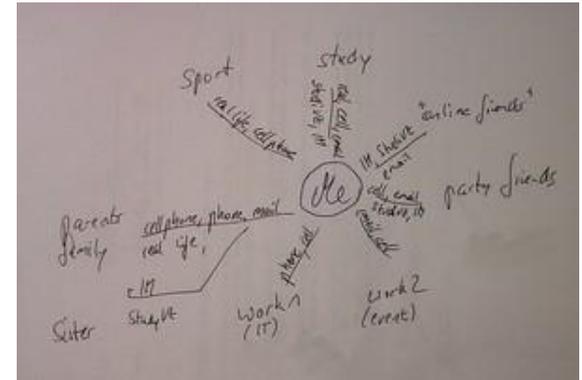
Smartphone OOBE study in London
Field + diary study, video highlights, analysis

Focus: **Discovery and use** of different kinds of navigation: hotlist and main menu

We gave participants **smartphones** which replaced their own phones for 10 days.

We visited them on **days 1, 2, 5, and 10**. They kept a **diary** for 10 days.

SUR produced **>50 video highlights** and **findings** by participant as well as findings by issue and **recommendations**.

Our partner produced and gave the **video-supported presentation** to the US client.

- **Music listening**
  Diary study, self-reporting video

- **Tablet usage in hospital ward rounds**
  Field study, PD, video highlights

- **In-car smartphone usability**
  Lab testing, PiP video

- **Navigation device needs**
  Focus groups, answer sheets, debriefing

- **Cell phone positioning**
  Focus groups, workbooks, debriefing

- **Innovative mobile technology usage**
  Field study, PD, video highlights, scenarios

- **Messaging user needs**
  Field + diary study, focus group, complemented notes

- **Smartphone OOBE study in London**
  Field + diary study, video highlights, analysis

- **Out-of-the-box experience**
  Lab testing, PiP video

- **Mobile phone software market concept**
  Field study, notes + rough video log

What entertainment devices do you have in your home (everything from CD players to DVD recorders!)? And how long have you had them? (Continue on opposite page if necessary.

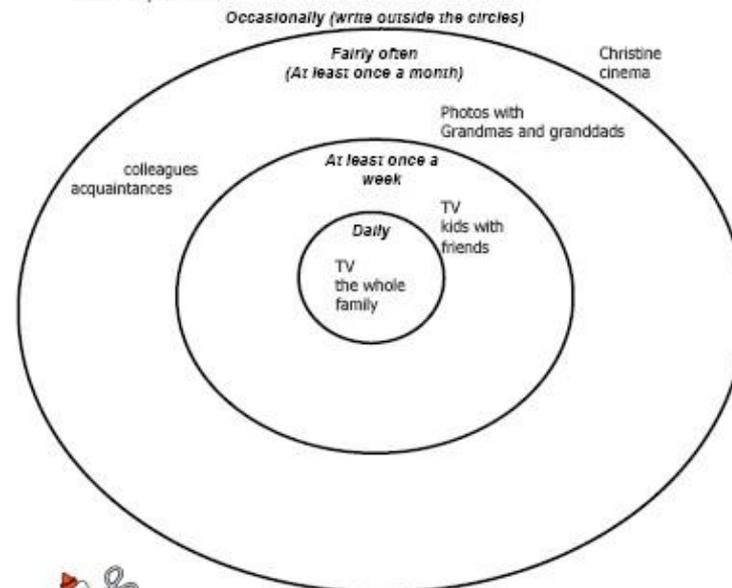| Device owned	How long you've owned it	What you use these devices for	How often you use it now (Every day; Every week; Occasionally)
Mobile phone with photo Sony Ericsson	1 year	Phoning, SMS, Taking photos Ring tones	daily
Kitchen radio	10 years	Listening when cooking and cleaning	daily
Car radio/CD player	4 years	When I drive the car	Occasionally
DVD recorder	4 years	To watch the newest movies from videotheque	Weekly
Laptop	4.5 years	Internet shopping Price comparisons information	Occasionally
Video recorder	10 years	Watching videotapes	Occasionally
TV set	10 years	Watching TV	Daily
Photo digital camera	2 months	Shoot photos video recording	Occasionally
Jasmina's photo digital camera Canon Ixus	3 years	Photos	Daily in the beginning, less often now

Gather together the other members of your household (if applicable) and talk about each person's favourite time of day. Why is that time their favourite time of day?

When are your best times for being together? Please write your thoughts below.

Member of the household: 5 people	Favorite time of the day Evening	Why Relaxing, watching TV Do what one wants to do

(please continue on opposite page if you run out of space)
Best times for being together
At dinner, 19:40h GZSZ (Good Times, Bad Times)

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In the diagram below, please fill in the names and title of your friends and family - For example Mum (Jean), Cousins (Marcia and Betty), Friends (John and Simon) – with whom you watch television/films with and when/why. What do you watch together? Does this ever happen outside of your home?

Occasionally (write outside the circles)

Fairly often
(At least once a month)

Christine
cinema

Photos with
Grandmas and granddads

colleagues
acquaintances

At least once a
week

TV
kids with
friends

Daily

TV
the whole
family

Cut out a picture/pictures from a magazine/newspaper/website that represents the role that watching television/films/videos plays in your life. Stick them on the page opposite.

Gather together the other members of your household (if applicable). Discuss what your favourite places for enjoying entertainment are and explain why in the box below.

In the living room, on the sofa watching TV together

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Question 3	What kind of applications or content did you download?
Notes #1 – 0:05:00 #1 – 0:07:10	Ringtone, anti-virus Web -> Music -> Ringtones, direct to mobile Shows how she went there on VF Live
Question 4	Why did you decide to download it/them?
Notes	Found on VF Live, liked it
Question 5	Did they cost something? How much? How did you pay them? What do you think about the prices?
Notes #1 – 0:24:20	2.49 Euro, ok, paid on VF bill, preferred way
Question 6	Where did you find them? How did you get to know about them?
Notes #1 – 0:08:20 #1 – 0:10:20 #1 – 0:12:30 #1 – 0:16:30 #1 – 0:20:40	VF Live, browses through list there, good variety of songs there selects and downloads another song For anti-virus software, she searched the internet, i.e. Google, on her lap-top, found a description of F-Secure, then googled for it on her mobile, found a 30-day trial version and took it. She shows how she did it. She does it a bit awdwardly via searching for the faq and finding a link in there. Peter explains to her what faq means. She finally finds the right version for her mobile on the F-Secure site. What she doesn't yet know is how to cancel the subscription within 30 days. She isn't quite sure whether it would appear on her VF bill after 30 days.
Question 7	Where there any problems when buying or downloading them?
Notes	No, it's just a bit slow

Dinah
Country: Germany
Household makeup: Lives alone, boyfriend
Center of media experience: TV: Broadcast + DVDs
Something unique: Experiences media through much of the day but always chooses friends and family over media. She's a classic mainstream media person who isn't looking for anything unusual. Her tastes are simple and the radio and TV both have things that she really likes.

Quiet clerk

Her stereo is broken but she can play music with her DVD player.

No real organization to her CDs except recently-listened-to-on-top

Owns few DVDs and has no organization to them

Has a radio in nearly every room of the house (kitchen shown).

Sees television as something she mostly does alone (news, morning shows, series)

Films are social, mostly watching DVDs at home with her boyfriend and/or friends.

Turns the radio on first thing in the morning and likes to have it on most of the day as background.

3. My bathroom: collage

Mini-reports allow team to thoroughly debrief on each participant

- Summary of data from interview
- Consolidates behaviours, issues and findings
- Allows for participants to be compared to each other
- Creates a shared understanding of data across team members in different countries
- Highlights most salient instances of user's experience

We are experienced ...

- ... with user research in **various domains**, e.g. mobile devices, e-commerce, home entertainment, social networking, healthcare

- ... with **ethnographic** user research, usability testing, focus groups and with **participatory design** workshops

- ... with finding **excellent participants** for our studies

- ... with **multi-country** studies and **coordinating** with partners

- ... with making accessible **video** recordings in a **time-saving** format

- ... with **customizing** our **research** and **deliverables** according to our clients' and partners' needs

- ... with **analyzing** and **extracting findings** and **conclusions together** with our clients and partners

- ... with working **within** short **timeframes** and within **budget**

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