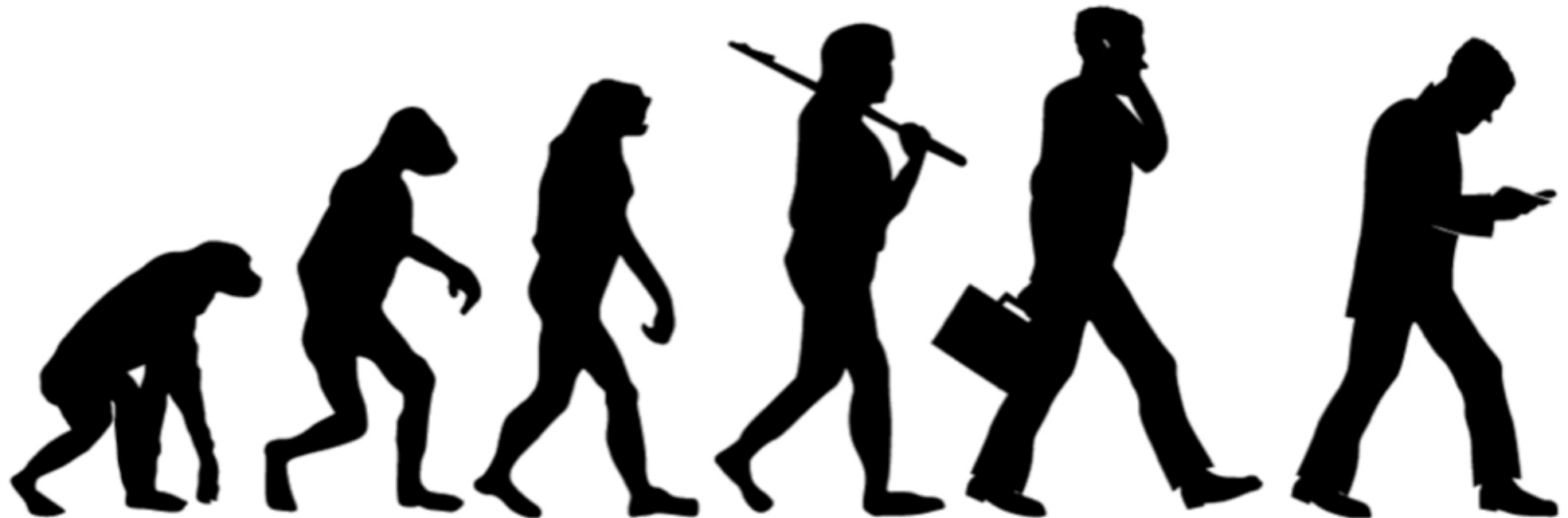
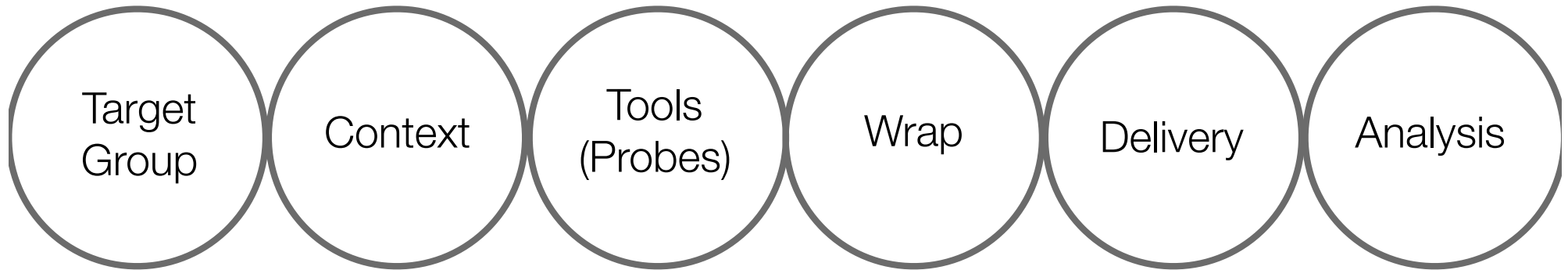


CULTURAL PROBES STEP BY STEP

Challenge: _____



Empathy Work („Character“)

How does
he/she
look like?

Sketch:

3 Main Characteristics:

Context

When (at what time) would it be especially interesting to learn more about your participant and his/her individual habits?

Weekdays:

- Mon
- Tue
- Wed
- Thu
- Fri

Weekend:

- Sat
- Sun

Special Days:

- _____
- _____

Time period (days, weeks, months):

Time of the day, moments:

- } at home
- } at work
- } while travelling
- } at school
- } _____
- } _____
- } _____
- } _____

Where, in which situation?

How, in which environment?

- } alone
- } in a small group _____
- } i in a big group _____
- } _____
- } _____
- } _____
- } _____

Conversation-Probe

Goal: _____

Create a tool, that „opens up“ your participant... Might be random, might also be a reminder for working with the probes.

Sketch

This Probe is a

- { } Video Camera
- { } Recorder
- { } Photo camera
- { } Post Cards
- { } Mail
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____

Big Pic-Probe

Goal: _____

Create a tool, that in the end gives an overview, a deep understanding of rituals, relationships and actions, topic related.

Sketch

This Probe is a

- { } Map
- { } Diary
- { } Sketchbook
- { } _____
- { } _____
- { } _____
- { } _____

„Motivators“ are

- { } Pens: _____
- { } Stickers: _____
- { } Sweets: _____
- { } _____
- { } _____
- { } _____

In Depth-Probe

Goal: _____

Create a tool, that helps you to gain a deeper understanding about the user's attitude towards the topic. A nice way to connect to your user is by creating metaphorical and topic related probes.

Sketch

This Probe is a

- { } Poster
- { } Flash cards
- { } Love letter
- { } Farewell letter
- { } Letter to grandma
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____
- { } _____

Wrap

„You never get a second chance to make a first impression“
How can you wrap your tools (probes) so that this wrap motivates to participate?

Sketch

Name your Probe-Set

- { } Box
- { } Bag
- { } Gift
- { } Envelope
- { } _____
- { } _____
- { } _____
- { } _____



Participants

Where could you find and how could you reach potential participants?

Chanel / Networks	{ }	_____
{ }	{ }	_____
{ }	{ }	_____

Delivery

How exactly would you hand over your Cultural Probe Set and how would you like to receive it back?

Handing over personally:	Receiving back personally:
{ } _____	{ } _____
{ } _____	{ } _____
impersonally:	impersonally:
{ } _____	{ } _____
{ } _____	{ } _____



Analysis

Which activities will be beneficial after receiving the probes back?

Without Participants	With Participants
{ } Profile	{ } Interview
{ } Frameworks	{ } Workshop
{ } _____	{ } Visit at home
{ } _____	{ } _____

Test

Present your probes and gather feedback.
Criteria: Provocative, fun, opening up, high level of engagement into topic of research, relevant to the user, thought provoking & helper for reflecting/ documenting

+	-
?	!

