

## □ Ethnographic observation

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- Requires trained observers, extended videotaping, sophisticated coding & editing
- Especially helpful in:
  - Tracing complex consumer activities and processes (using equipment, software, purchase process)
  - Understanding ‘low involvement’ activities, where consumers’ awareness is limited (routine shopping)
  - Detecting new fashions or trends

## □ What to look for...

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- Nonstandard uses  
(Cheerios = snack)
- Interactions with environment  
(shaking the blender)
- Customization  
(no desktop)
- Intangible attributes  
(Pull-on diapers = 'growing')
- Unarticulated needs  
(Gillette Lady Sensor)

## □ Learning by observing: 3 examples

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- “The Deep Dive” Nightline show on IDEO

*“Innovation begins with an ‘eye’”*

- “Why We Buy,” ABC video about Paco Underhill
- “Growing a Business” - Stew Leonard’s supermarket success story.

## □ Further readings

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- Article on Diesel Store from NYT
- Spark innovation through empathic design (course packet)
- “Why we buy” by Paco Underhill