

Savigny User Research, based in Berlin + Hamburg, 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**
- also conducts **usability testing** of interactive products and services **in teststudios** with observation room and one-way mirrors.



Savigny User Research conducts research in **Germany** or the **UK**, usually 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 consumer 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-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.



Entertainment Experience why people have the entertainment experiences they have

Place is HH member's lives

- For Gloria, music is very important. She gets wakes up with her favorite song by her mobile phone. She is the only one who mouth listens to the kitchen radio, starting when she makes her coffee. Her favorite place for it is in the car.
- Watching series on TV and movie DVD is very important to Gloria and Natalia, also to Jasmine and Cagney. Last mainly hobbies social games.
- The family's favorite time is dinner when they always watch Good Times, Bad Times.
- Gloria's favorite time is when she disappears (alone or with Natalia) to her bedroom when her series start. „Relaxing! I can watch what I want.“

Passions, interests, hobbies

- Going to the club Mercedes Fitnessstudio, listening to MTV, there is Gloria's hobby.
- Shopping and films are Natalia's hobbies.
- Jasmine's hobby is car driving and taking a look at houses. She wants to become a real estate agent.



Gloria in the kitchen with R-Jon Radio music



ER_GloriaSeries, Gloria and her series

- **Peter v. Savigny** has >14 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 9 years' experience as user interface designer / creative director, and as **user experience researcher**.



- **Xbox Kinect studies in UK + Germany**
Field studies, video highlights, reports, shared analysis
- **Business-customer communication trends study**
Field study, video highlights, reports, shared analysis
- **Future of digital photography study**
Field + diary study, video highlights, shared analysis
- **Digital entertainment study** for GFK-NOP
Field + diary study, video logs + highlights, 1st analysis
Focus: Sharing entertainment and household dynamics
- **Messenger study with Yahoo! researchers**
Field + diary study, video highlights, shared analysis
- **International usability testing for Microsoft**
Lab testing, notes (MS), analysis, report
- **Internet in everyday life study** for Yahoo!
Field + diary study, video logs, 1st 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

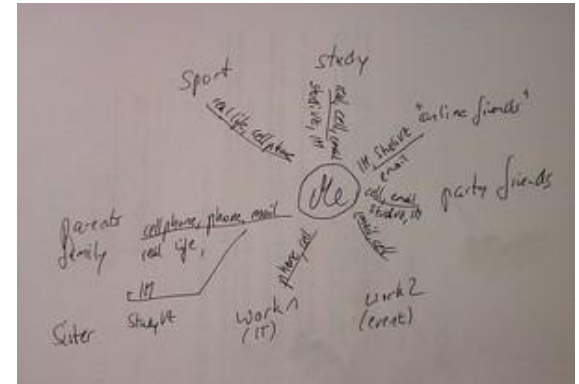
Contextual interviews about current communication, PIM, web + mobile usage

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 OOBÉ 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.



- **Car driving usability testing**
Lab testing, PiP video
- **Navigation device needs study**
Focus groups, answer sheets, debriefing
- **Cell phone positioning study**
Focus groups, workbooks, debriefing
- **Innovative mobile technology usage study**
Field study, PD, video highlights, scenarios
- **Innovative mobile applications testing**
Focus groups, evaluation
- **Messaging user needs study**
Field + diary study, focus group, complemented notes
- **Smartphone OOBIE study in London**
Field + diary study, video highlights, analysis
- **Out-of-the-box experience testing**
Lab testing, PiP video
- **Mobile phone software market concept testing**
Field study, notes + rough video log
- **Mobile phone usability testing**
Lab testing, PiP video, video highlights



Sample material Diary

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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



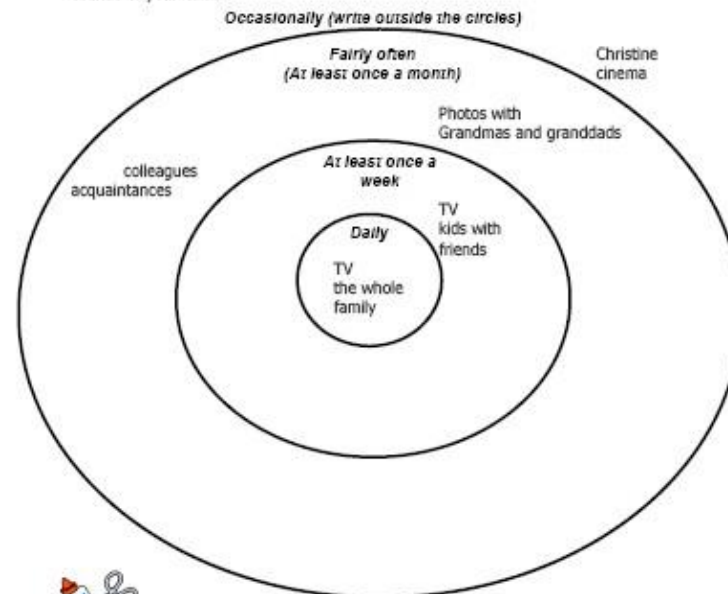
Gather together the other members of your household (if applicable) and talk about each person's favourite time of day. Why is that time their favourite time of day?

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

Member of the household:	Favorite time of the day	Why
5 people	Evening	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)

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?



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

Question 3	<i>What kind of applications or content did you download?</i>
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	<i>Why did you decide to download it/them?</i>
Notes	Found on VF Live, liked it
Question 5	<i>Did they cost something? How much? How did you pay them? What do you think about the prices?</i>
Notes #1 – 0:24:20	2.49 Euro, ok, paid on VF bill, preferred way
Question 6	<i>Where did you find them? How did you get to know about them?</i>
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 laptop, 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 awkwardly 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	<i>Where there any problems when buying or downloading them?</i>
Notes	No, it's just a bit slow

Sample deliverable Profile

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Quiet clerk

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.



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



Owens 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)



Firms 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



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
- ... 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 **distilling findings and conclusions together** with our clients and partners
- ... with working **within** short **timeframes** and within **budget**

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