

Assignment 1

The question on this assignment is related to Ethnography Chapter 9 in your books. Please read the Chapter!

1. Do observations of a service touch point. You can chose to observe, for example, how books are landed out in the local library, how the tickets are sold in a museum, how public transportation tickets are sold and validated, or whatever intrigues you. Alternatively, you can observe people in some other context, see for example Research Design Exercise 2 in your books, pg. 247. You should not work in a group, these exercises are individual. Carry out observations for minimum of 30 minutes. Write down what you observed and what you learned.

Your delivery should contain the following:

- When and where you did your observations
- Drawing of the site
- Write down what you observed
- Write down lessons learned from your observations (do a bit of analysis)
- Write down if there is something else you would do as an ethnographer to further support your findings (It may be difficult to do something else besides passive observation, but you could state what you could do, hypothetically, if you had more time or if you made some interesting discoveries during the observation).
- Switch the ethnographer hat for a designer hat and describe a design opportunity /or lack of it, based on mini-ethnography findings.

2. Comment on what kind of implications your observations give regarding service re-design opportunities. What would you change? Draw the present time customer journey and draw the future one, explaining or pointing to elements that change.