

# ETHNOGRAPHY STUDY I: PHOTOGRAPHER

## OVERVIEW

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### Who

- Thomas H.
- Photographer
- Hightail customer

### What

- 90-120 minute in-office field study
- Spoken interview & observation of work process
- Followed by 60-90 minute team debriefing

### Materials

- Laptops
- Video camera & tripod
- Pen & paper
- NDA form

### Data Collected

- Video recording
- Pictures
- Notes

### Roles

- *Allison*: facilitates interview, takes notes, pictures
- *Bill*: monitors video, takes notes, asks supporting questions
- *David*: observe, ask supporting questions

### Deliverables

- Video clips
- *Cumulative report after 3-4 interviews*: Presentation of file sharing needs and opportunities

## GOALS

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### Core Questions:

- *What do our customers need our products to do?*
- *What are the common workflows that this professional type experiences?*
- *What is the least enjoyable part of the work?*
- ***Where are the places Hightail can help in making these parts easier – so professionals can return to the heart of the joy in their work?***
- ***How unique is this person's workflow? Are there overlaps between different types of group dynamics and workplaces?***

### How we will get the answer

1. Gather and understand professional users' **authentic needs and desires** for media and file sharing and delivery.
2. Identify patterns of current pain points and opportunities for Hightail.

### Questions that will be answered with this field study

- How does the target professional characterize 'success' in their work? What leads to success?
- What emotional significance does Hightail play in meeting success? *What portion of success, if any, does Hightail comprise in the context of other tools?*
- What factors are most important to them in their work?
- Walk through of a typical workday. What work needs to get done surrounding media or file creation, sharing, and delivery?
- Where and when does this professional have plenty of information/context and where do they feel they're "flying blind"?
- What are their aspirations, or how would they like for this work to get done?
- What are their expectations for how it will get done?
- What prompts or motivates action?
- What type of impression would they like to make?
- What are the steps for currently getting this work done? Specifically for sharing media & files?
- How are they getting it done at each step, including:
  - Information requirements & needs

- Other people & resources required
- Tools (devices, applications etc.)
- How are they currently using their smartphone and tablets to support their work? How not & why?
- How do they when know the work is complete? What is an indicator (s) of the work being completed well?
- What is currently working well/ not working well?
- What, if anything, is missing?

## PROTOCOL

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### *Introduction (5 minutes)*

- ***Give out release form and get signature***
- ***Turn on video camera***
- ***Confirm timing: 90-120 minutes***
- ***Explain who are we and why are we doing this***

Hello, thank you for participating in our research.

My name is Allison Leach, and I am a UX Researcher at Hightail. This is Bill, and he is a Senior Design Director at Hightail. This is David, and he is a Principal UX Designer at Hightail.

Today we'd like to talk with you today about how you use technology day-to-day and how you approach productivity. We would like this to be an open conversation, and a chance to observe your workspace and the tools that you use.

We have lots of questions to ask you, and we're interested in hearing your stories and experiences, and watching how you get work done.

### *Part 1 – Environment, culture, and expectations (15 minutes)*

What is your **profession**?

What are you **responsible** for in your work?

How would you characterize **success** in your line of work?

What are the things that you **typically do** as part of your work?

What are the things that you **typically 'deliver'** as part of your work?

What are the kinds of things gets you **excited about work**? What prompts you into action?

What things are **most important to you, or that you depend on**, you as you go through your workday?

What are some of the biggest **roadblocks** you face to getting your work done?

How would you like for your customers (or clients) to **feel** when working with you? Or, what kind of impact would you like to make?

## *Part 2 – Current Work Processes (30 minutes)*

→ Please walk me through a **typical workday for you**. Show me what you do.

*Probe on the following, capture pictures, or view the pictures they have available*

### **Office / Environment**

- How is it organized, if at all?
- What files or documents are stored physically?  
Electronically? Why?

### **Tasks / Process**

- What are the steps the subject takes in getting his or her work done?
- Are there any processes that the subject has personalized or
- optimized?
- Are there any workarounds or ‘hacks’?

### **Tools (computing devices, cabinets, etc.)**

- What tools does the subject use – for computer and analog, and cloud? For which tasks?
- How have your tools changed overtime?
- Do they use smartphone and/or tablets? How?
- Do their tools work together? If so, how? Why not?

## **People**

- Whom do you interact with throughout the day? How many people?
- Who are your most critical people in your work? How do you currently interact with them?

## **Projects**

- How many projects are you working on at any given time? What is your role for each project?
- Does the number of projects change throughout the year? How?

## **Resources**

- Do you feel that you currently have sufficient **support** or help in your daily activities? If not, where could you use additional help or support? *Probe for less enjoyable parts of work*
- Do you seek out new software and technology that will help you get work done? Why or why not? How often?

*(If not previous covered. probe for mobile devices)*

- Do you have smartphone or tablet?
- How, if at all, do you use these devices for work? When? Where?

### *Part 3 – File Creation, Sharing, & Delivering (45 minutes)*

→ Let's review some of your most important work deliverables (review list from Part 1)

#### **Creation**

- How is this work created? What **format** does it start in? End in?  
(Word, Photoshop, iMovie, paper boards, etc.)
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#### **Storage**

- Where or how is your work stored? What are your key deliverables? (filing cabinets, CDs, USB drives, Google Drive, etc., list all) Why?
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#### **Share / Send**

- Do you **share** your work deliverables with other people as part of your work? Send to people outside of your company?

If so:

- Which deliverables are shared? (list **file types or documents**)
- How frequently are the shared externally? (for each)
- What **prompts** you to share?
- How do you know when your work has **successfully been shared**? Or, what is the most important or critical thing to successfully sharing a file?
- **How** do you do this? What tools do you use? Can you show me?

#### **Completion**

- When is your work complete? What is an indicator (s) of the work being completed well?
- Is there an archival process? How and when does this occur?

*Probe on the following tools and processes, including applications, pictures if possible*

**Can you please show me how you typically share *file type 1*?**

- What is the original location/where is it coming from?
- How do you retrieve it in order to share?
- What changes, if any, do you make in order to share it?
- What do you do with it after you share?
- Why do you do it this way?
- Do you know if it has been received? If so how?
- What impression do you believe you are making to the recipient?
- What impression would you like to make?
- What currently works well about this process?
- What currently DOESN'T work well, or that you wish could be improved?

**Can you please show me how you typically share *file type 2*?**

- What is the original location/where is it coming from?
- How do you retrieve it in order to share?
- What changes, if any, do you make in order to share it?
- What do you do with it after you share?
- Why do you do it this way?
- Do you know if it has been received? If so how?
- What impression do you believe you are making to the recipient?
- What currently works well about this process?
- What impression would you like to make?
- What currently DOESN'T work well, or that you wish could be improved?



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**Receive**

- What kinds of files or documents do you receive from people outside of your company? (List all)
- How frequently (for each)?
- **How** do these come to you? **What tools** or applications are used and why?
- What is the most important or critical thing to successfully receive a file? Can you show me?

**Can you please show me how you typically receive *file type 1*?**

- Why do you think it is sent this way?
- What impression does the sender make for you? OR How would you say you feel when you receive a file in this way?
- What currently works well about this process?
- What currently DOESN'T work well, or that you wish could be improved?

**Can you please show me how you typically receive *file type 2*?**

- Why do you think it is sent this way?
- What impression does the sender make for you? OR How would you say you feel when you receive a file in this way?
- What currently works well about this process?
- What currently DOESN'T work well, or that you wish could be improved?

Are there any **other ways** in which you **share or receive** work related files with other people that we haven't discussed?

*(Probe have they heard of 1) Cloud, 2) Dropbox, 3) Hightail, 4) Box)*

Thank you for your time today!