

Session 1: EPIC Europe Barcelona

Mapping Ethnographic Practices in Europe

Joys

- Being in the field work
- Richness of the work
- Making the ordinary extraordinary
- Making the world a better place
- Translating finding into products
- Developing great insights into products
- Connecting with the field work, immersion into different context
- Discovering new dimensions, learning something new
- Elimination of prejudice
- Working in the real world
- Enjoying new methods when working with others
- Using new tools
- Empathy of the work, building empathy
- Being able to contribute to a better product
- Answering the needs of people
- Being creative
- Discovering Ice-breaking moments
- Cooperating with others
- Having meaningful engagements
- Questioning yourself
- The joy of evolving ideas & discovery
- Being able to be curious
- Interacting with people
- Being in the field, out of the office
- Creating eye opening moments
- Diversity of perspectives
- Real life representative of findings

Pains

- Explaining over and over what you do
- Explaining our value
- Reduction of complexity
- Lots of work
- Connecting with a lack of a shared definition of "Ethnography"
- General lack of time
- Cost
- Clients are difficult to manage
- Not getting good feedback
- Not feeling safe
- Selling yourself is a pain
- How to present the data & conclusions
- Sometimes you don't know what conclusions you will present
- Making the results more actionable
- Lack of briefing on the client - they are not understood
- Process is unclear sometimes - who is responsible for things?
- Accessing criteria
- Ethics issues vs. Business perspectives
- Recruiting participants
- Communicating process as a whole
- Disconnect between what clients want, and what researchers what to say
- Telling a compelling story

Solutions

- Find a common basis for what ethnography is
- Consistency
- Explaining what kind of benefits we are going to provide - better marketing
- Participating in EPIC events like Savana
- Study clients as well as participants in the research process
- Raise more awareness on ethnography
- Create new experiences with the client, train them
- When you become too familiar, challenge yourself
- Gamification/Role-play to express things
- Involve the client more
- Try to understand the client more, his process and partners
- Don't simplify when its not needed
- Show case studies & success stories
- Align business perspectives and ethics issues
- Visibility, providing more updates on the process to client
- Get involved with the client
- Understand the client and avoiding blind-spots - build business knowledge
- Weave ethnography throughout the process