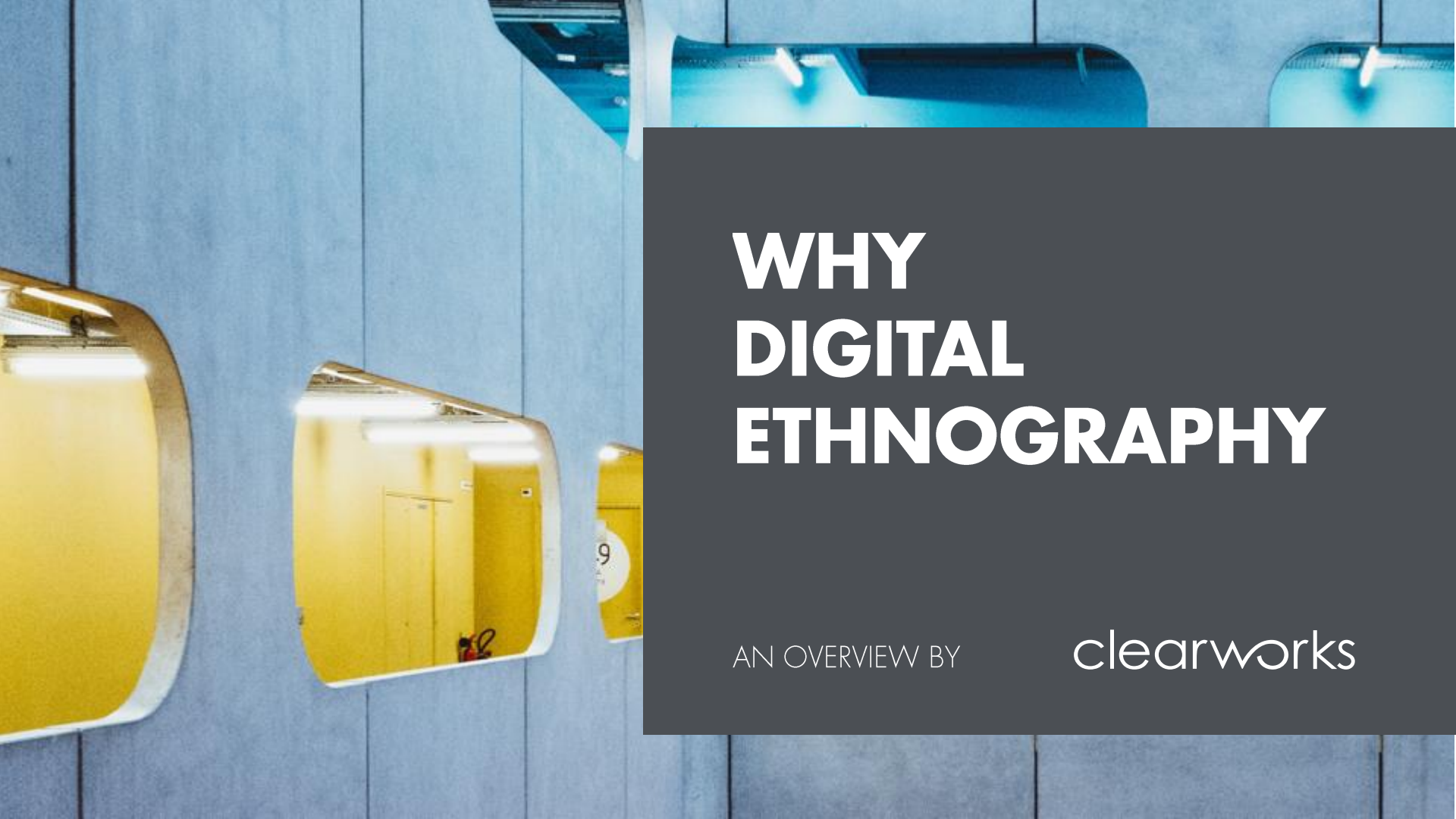


WHY DIGITAL ETHNOGRAPHY

AN OVERVIEW BY clearworks

WHAT IS AN ETHNOGRAPHY?

Learning about consumers in-person in their real-life environment through observation and interviewing.

SOME EXAMPLES:

IN-HOME – observing consumers in-home preparing dinner or getting the kids ready for school

IN-OFFICE – observing business owners managing back office tasks like employee scheduling or paying invoices

SHOP-ALONG – observing car owners shopping for a new car

ON LOCATION – observing hikers using backpacks or consuming snacks on a hike

WHY WE LIKE ETHNOGRAPHIES

Provides an opportunity to **observe people and their behaviors, but also their "things"** – their homes, their offices, the things they own and use daily

Allows you to **see things as they actually are**, which may be different than what they would tell you in an interview

Allows you to get additional **insights into parts of their world you may not get access to otherwise**

Provides an opportunity to **observe consumer behaviors directly** within their environment – cooking dinner, paying bills, shopping, playing at the park, etc.

WHAT IS A DIGITAL ETHNOGRAPHY?

A **digital** ethnography refers to conducting an ethnography using online tools or in a digital “space” rather than in-person.

It captures similar observational and interview inputs but does so through videos, photos, screen shots and text responses.

BENEFITS OF DIGITAL OVER IN-PERSON

Self-recorded events provide rich insights and give **access to otherwise inaccessible aspects of a person's life**, such as doing pre-bedtime face washing routine

Capture **insights in real time as they happen naturally** not recounted later, such as planning a vacation at 11 pm after the kids are in bed

Length of study (~10 days) **allows for observations over a longer time period;** particularly well suited to studying multi-step processes and more complex or nuanced behaviors.

Allows participants to give **private responses as well as take part in community collaboration** and ideation – adding ideas, reacting to concepts, commenting on others' contributions

Digital format can put participants **at ease when discussing sensitive / personal topics** such as toilet tissue or sexual wellness – their 'relationship with the camera' is often more comfortable and frank than it is with having multiple strangers in their home

Eliminates typical dependencies such as geographic location and scheduled appointments allowing broader recruiting and participation, often making it less expensive when compared to in-person research methodologies

HOW DOES DIGITAL ETHNOGRAPHY WORK?

WHAT'S FAMILIAR?

Many parts of conducting a digital ethno are like any other research methodology…

- First, finalize what you want to learn from the study – what are your study objectives?
- Instead of using those objectives to create an interview guide, you create a series of exercises to be programmed into the online tool
- Recruiting and incentives work similar to in-person ethnographies

WHAT'S DIFFERENT?

- You create a series of exercises that can be completed individually in addition to an interview guide
- You set up and program the platform
- You review responses daily to thank people for their opinions and/or to probe on specific areas
- A typical study runs for 10 days to include 2 weekends to allow people plenty of time to complete the exercises

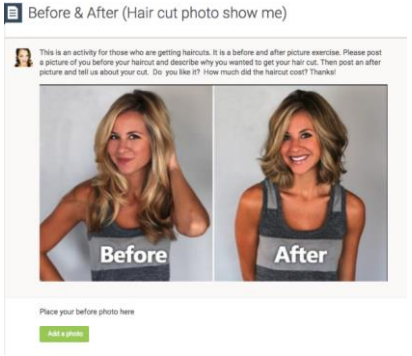
SAMPLE DIGITAL EXERCISES

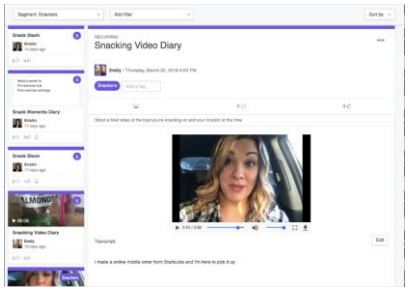
DAY IN THE LIFE: Participants record themselves and their surroundings throughout the course of an entire day or while performing a certain activity.

SHOW & TELL: Participants show and narrate their step-by-step process for performing a particular task including the products or devices they use.

HOME TOUR: Participants record a home tour and can be directed to comment on or highlight certain areas.

ONLINE SHOPPING: Participants use the screen recording capability to capture their process for making a particular online purchase. They are asked to show the steps they take as well as narrate the rationale behind their process.



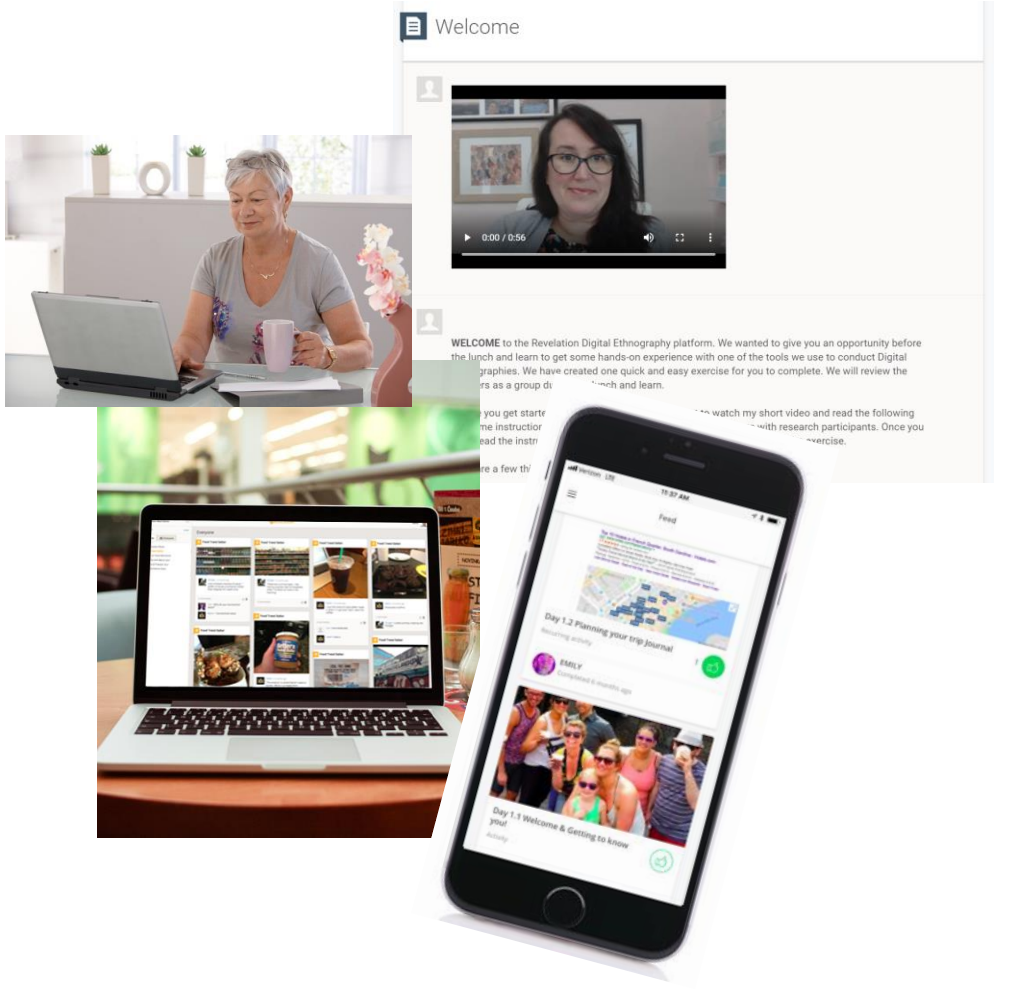


WHAT IT LOOKS LIKE AS A PARTICIPANT

Digital ethno platforms can be accessed via mobile phone, computer or tablet.

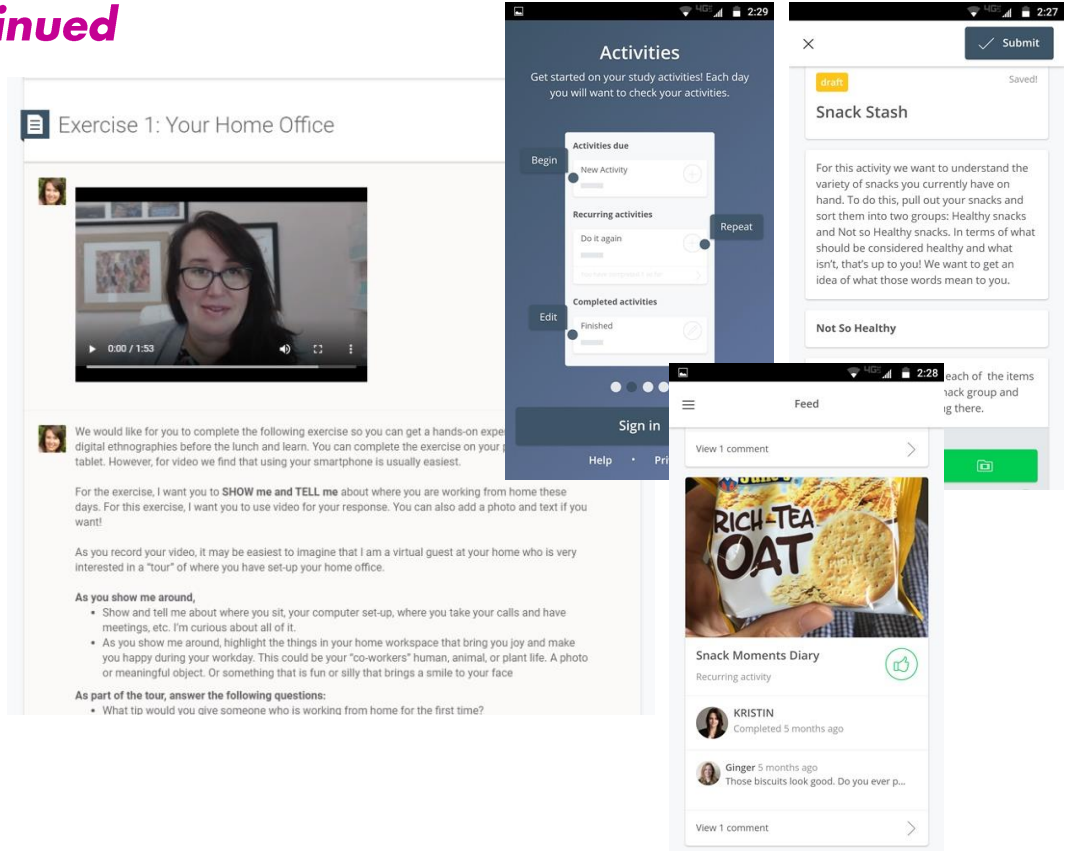
Once invited into the platform, study participants upload a photo and fill out a brief profile.

A welcome video gets them started, shares tips and tricks and puts a face to the study.



WHAT IT LOOKS LIKE AS A PARTICIPANT -- *continued*

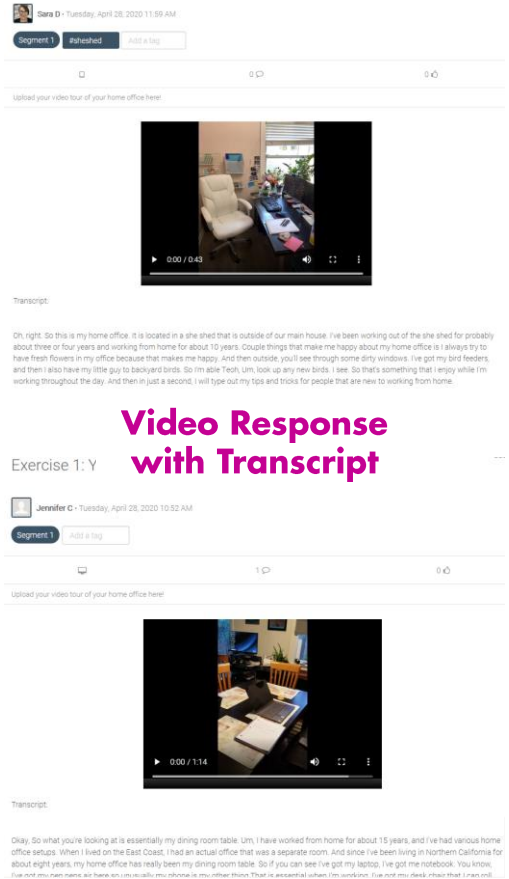
Study participants are asked to respond to a series of exercises through video, photos, screen capture and/or text responses.



WHAT IT LOOKS LIKE AS A CLIENT

You and your team receive logins to the platform for real-time access to exercise responses.

You can be as much a part of the study as you want.



WHAT YOU GET

The output of digital ethnographies are an impactful way to make research actionable and build empathy for your customers with internal teams.

Through digital ethnos, you get a rich set of artifacts that bring your customers to life, including:

WHO THEY ARE – where they live or work, their families, kids, pets including photos and videos

WHAT THEY USE – videos, photos, screenshots and commentary on what they like and dislike or do and don't do as they move through their day, week or month

HOW THEY FEEL – thoughts, opinions and ideas of how their personal or work lives can be improved brought to life by photos, imagery or video

WE'D LOVE TO CHAT!

Please reach out to learn more about how we can use Digital Ethnographies to help you get into your customer's world and capture deep insights.

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THANK YOU.

clearworks

CURIOSITY IS OUR SUPERPOWER

We're human behavior explorers and people-speak translators.

We're always-on thinkers, quick learners, agile adaptors, thought collectors, and dot connectors.

We're endlessly curious about what people want and need - and how business can better meet those needs.

We come from business ourselves, with backgrounds in product, marketing, and strategy.

We 'get' the complexity of building a better customer experience and how to align all the moving parts.

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