

The following tool was used to help teams capture what they learned that day as a group, at the close of the day while their thinking was still fresh. We found it be critical throughout the design process to debrief daily in order to capture all the details and ‘ah ha’ moments of the day. It is in capturing those small shifts and changes in mindset that the real magic happens!

Formative Design Research -Ethiopia

Field work de-brief guide

The site research team coordinator is responsible for facilitating this conversation and taking notes

1. What worked well today?
2. What key themes are we hearing today?
3. Are we starting to hear common themes emerging consistently for adolescents or influencers?
4. What did not go well today?
5. Who do we need to speak to tomorrow to get closer to saturation of themes?
6. What methods should we use to speak to them?
7. Which locations will we target?

Each member in the group should share out-loud user stories and share notes while other members headline quotes, surprises and other interesting bits – one headline per post-it of the team member’s stories. The post its will become part of the team’s “space saturation” which helps to unpack your ideas and thoughts throughout the design process. These findings can then be physically grouped to illuminate theme and patterns and help recognize significant insights that will inform your solution.