Cultural Probes Kit

Please write down your travel experience positive, negative or neutral for the following three days on the green cards in your kit. Then take a picture of the situation showing the card to the camera and one of the settings that can slings.

Thank you for using our cultural probes kit :(
Cross-Cultural Comparisons

Observe the behavior of people of different nationality / cultures at the train station or airport.
IDEO Method Cards

Fly on the Wall

Observe people at the train station / airport.

Fly on the Wall

HOW: Observe and record behavior within its context, without interfering with people’s activities.

WHY: It is useful to see what people actually do within real contexts and time frames, rather than accept what they say they did after the fact.

By spending time in an operating room, IDEO designers witnessed the regard with which the surgeons treated a transplant organ and incorporated these ideas into the transport box they were designing.
IDEO Method Cards

Survey & Questionnaires

Surveys & Questionnaires

HOW: Ask a series of targeted questions in order to ascertain particular characteristics and perceptions of users.

WHY: This is a quick way to elicit answers from a large number of people.

Developing a new gift-wrap packaging concept the IDEO team conducted web-based surveys to collect consumer perspectives from many people around the world.

• When did you start to plan your travel?
• Why did you choose this travel destination?
• Do you travel alone or in a group / with your family?
• What would be the killer feature of an ultimate interactive travel planner?
• How did you find interesting places at your travel destination?
Predict Next Year’s Headline

»Apple invented the iBeam. This will reinvent the way we travel«