

Observing the User Experience Sample filled-out worksheet

Theme	Question		Activity
Defining advertising from multiple perspectives	How does XXXXX understand internet advertising in context of their everyday activities?	What constitutes an ad?	Review XXXXX advertising presentations
		What does a “good ad” look like? A “bad ad”?	Interview designers who make ads
	How do consumers understand advertising in context of their everyday activities?	What are problems with ads?	Interview ad consumers <ul style="list-style-type: none"> ○ Advertising map ○ Tell stories about memorable ad experiences ○ discuss problems/solutions
		What are solutions to problems?	Have people bring in ads and tell stories about where they found them and why they brought them in.
			Ask people who have had ad blockers for a long time to turn them off and watch as they re-experience the Internet with advertisements.
Where is advertising located in everyday life?	Within XXXXX	What is the lifecycle of an ad in XXXXX	Interview designers and engineers who make ads
	In life of consumers	Where and when are ads found?	Advertising tour get a tour of all the places mentioned on the map that can be conveniently reached
			Do ads get shared between people? If so, how and when?
			Make an advertising map where and when do people see/hear about ads?

		What else are other people doing when they look at ads (ie, are they multitasking or distracted)?	<p>Use the advertising map to ask about what else people are doing when they see ads.</p> <p>Ask professionals about “on” and “off the job” ad viewing</p>
Seeing and unseeing ads	How do advertising professionals interpret website ads?		Have them give a professional evaluation of a Yahoo! property
	How do people learn to see and unsee ads?		Ad-full/Ad-free for a day For someone who is not an active ad blocker, alter a magazine or website to remove the ads and replace them with white boxes. What is it like to read that space?
	Where do people go for relevant ads?		Ask professional consumers where they go for useful ads.