Independent Field Research

'How-to' Guide
About the Guide

What is the guide for?
To understand user adoption of routine changes.

Who are the intended users?
Professionals—with no or minimal background in research—working for Societal Platform missions.

How does the guide help?
Gives you step-by-step and phase-level inputs on the activities.
Overview

Routine Changes

Small change in routine (+1)

+1

+1

+1

New routine/habit/behaviour
Parameters to assess adoption of routine changes

- Affordance
- Access
- Routine
- Acceptability
Overview

Research Phases

POST-VISIT

PRE-VISIT

VISIT
Pre-visit

Pre-visit phase

1. Understand the context of the research
2. Understand the initiative
3. Develop the hypothesis
4. Develop the research objective
5. Develop a research plan
6. Secondary research
7. Present and revise the research plan
8. Develop content for primary research
Visit phase

1. Analyse the information
2. Revise the research plan
Post-visit phase

1. Analysis
2. Document the findings
3. Communicate the findings

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