

Facilitation Sheet

As facilitator it is your job to keep the participants talking about their experiences and try to draw out insights related to the research topic. The research objective of this context mapping session is:

Find out what users value in a dining experience, in order to develop an improved take away food service

Keep the conversation flowing naturally if you can, but when it stops you can ask another question. Below is a list of questions you could ask.

Get them started off with a general question:

'Tell us about your collage/cognitive map. Why did you make it this way?'

Look for an interesting detail in the poster and ask:

'Why did you choose this particular image/word/icon?'

'What does this particular image/word/icon mean to you?'

Are all the images/words/icons clustered in a particular area? Ask them to explain why

'Why is this part of the page more crowded/empty than the rest?'

Ask them to specify the difference between contrasting or different parts of the page:

'Can you explain the main difference between the left and right side of the collage?'

'Can you explain the main difference between the start and the finish of the map?'

'Is there a difference between how you feel/what you do here and here?'

Ask them to explain some of their major likes and dislikes or low/high points:

'Why have you put this particular word/image in the dislike/like area?'

'Why did you draw a smiley/frowny face here?'

Ask them to embellish the location and circumstantial information:

'Tell me more about the situation when this happens the most?'

'Where and when does this usually happen?'

Throw the conversation back to the group when possible.

Pick it up again only if it moves too far away from the research topic.

'Does anyone have a similar experience to share?'