



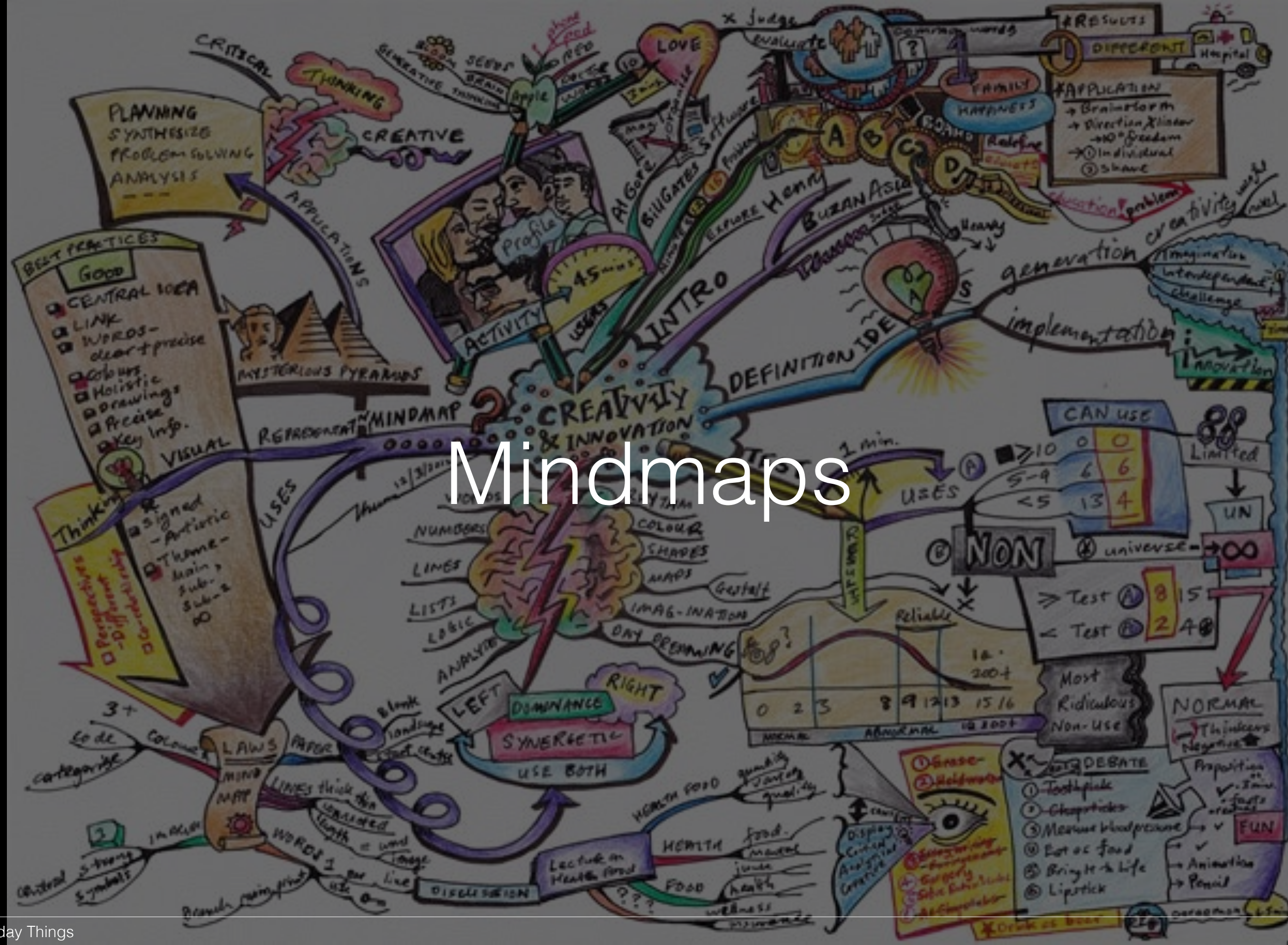


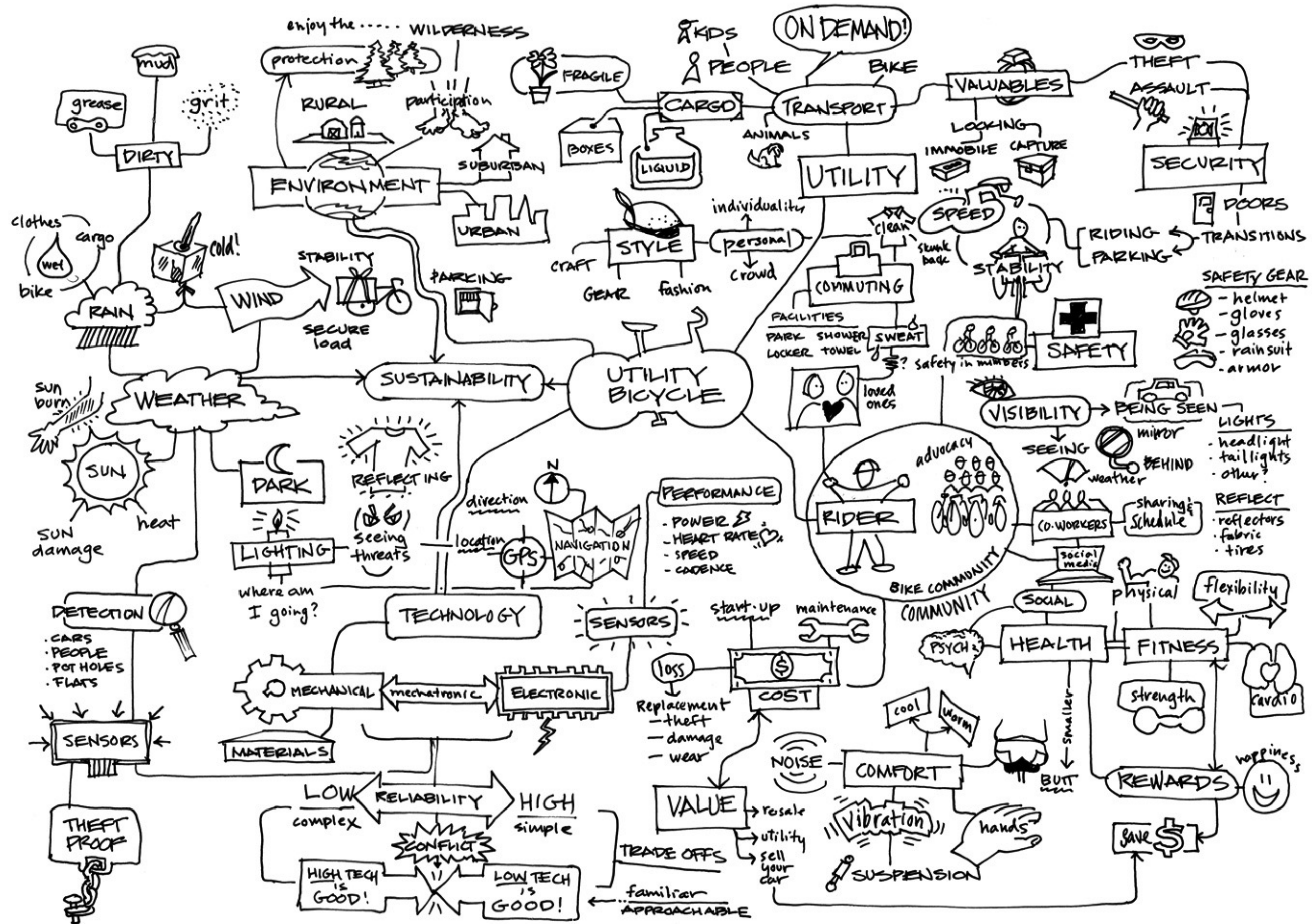
# What are people trying to do?

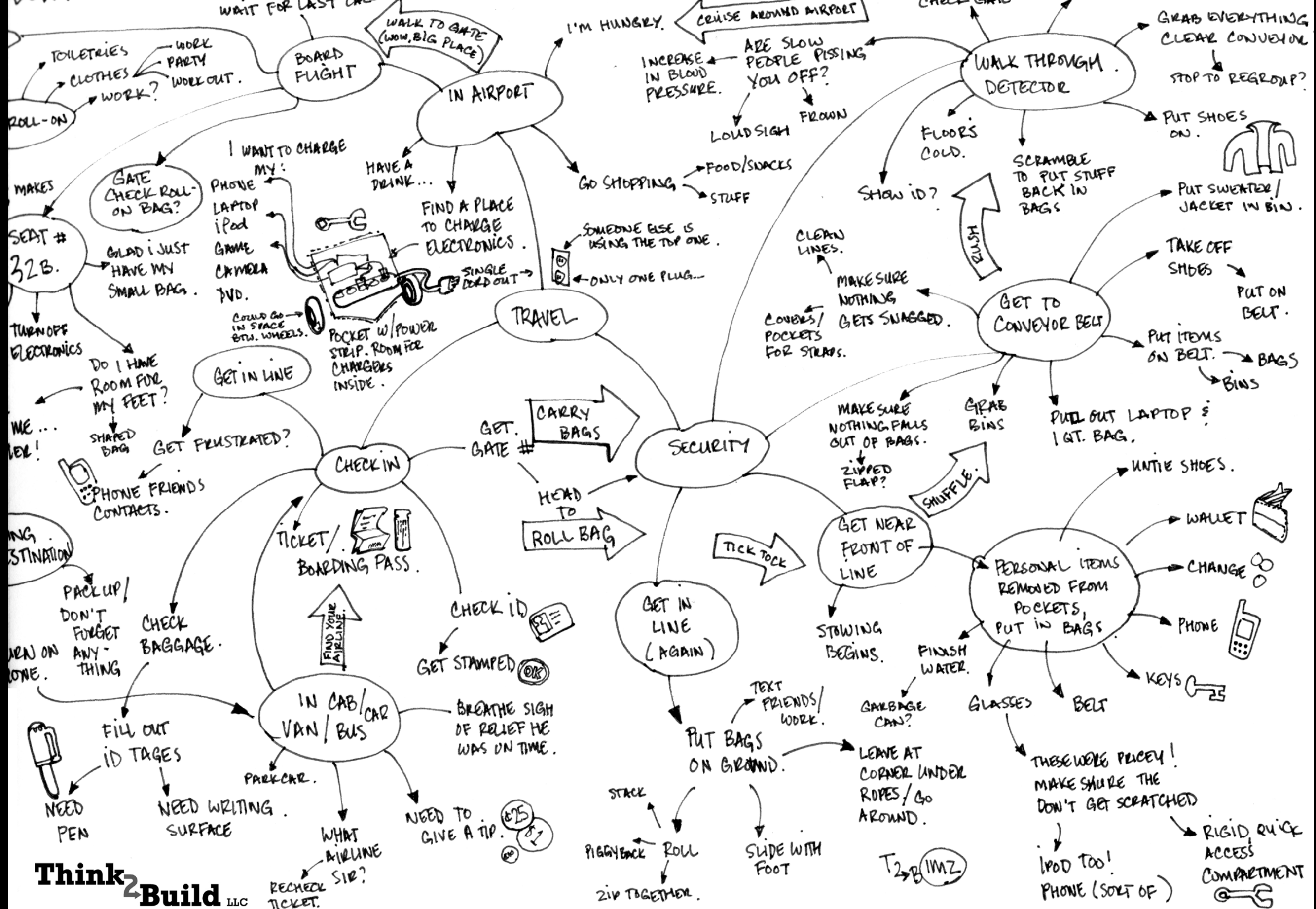
- Observation

## Doing it for reals.

- Empathy
- Synthesis







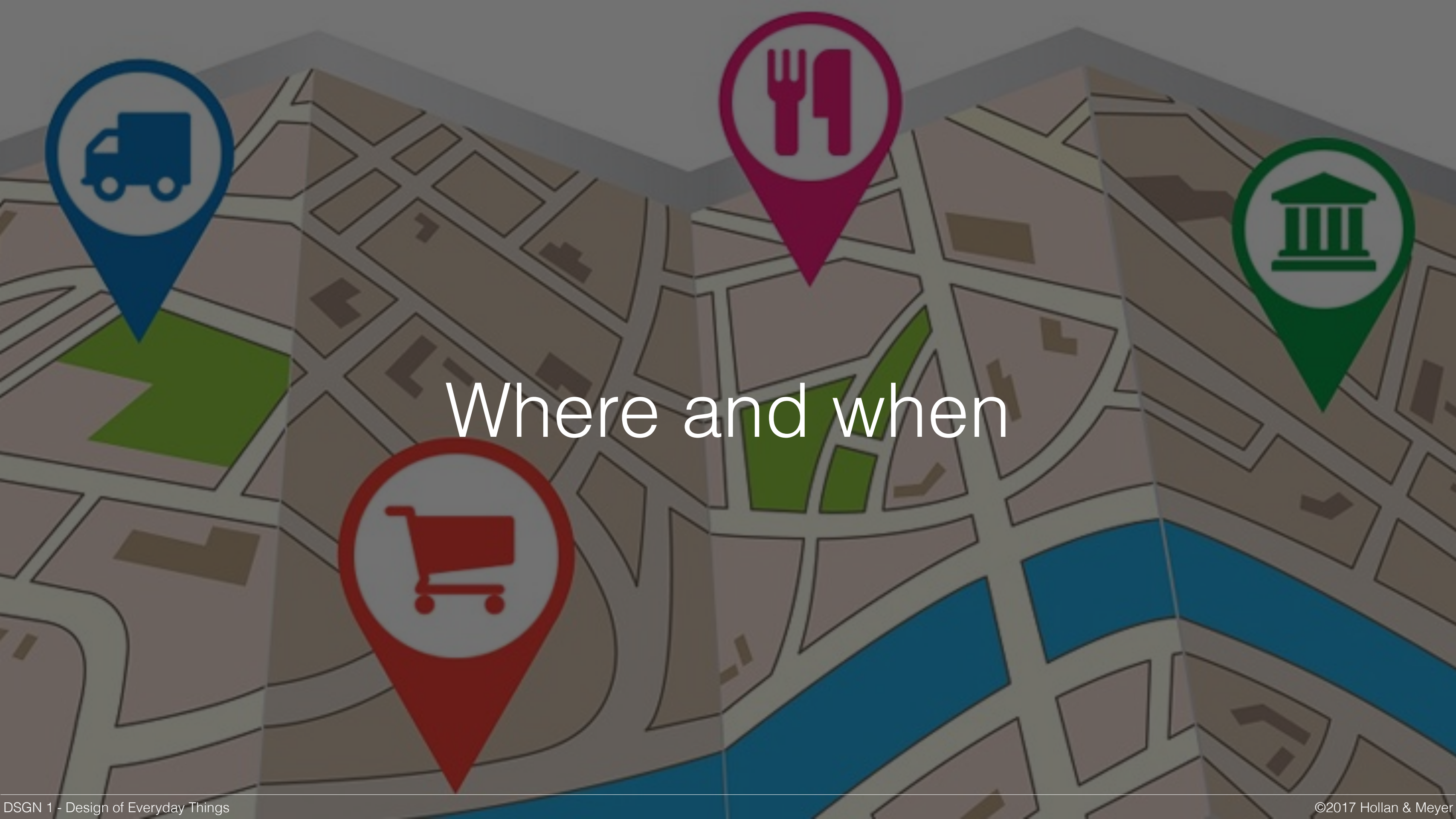


A diverse group of young adults, including men and women of various ethnicities, are sitting on a dark brown leather couch in a modern, brightly lit room. They are all looking towards the right side of the frame with expressions of anticipation and focus. The man on the far left is wearing a white t-shirt and has his hands clasped near his chin. Next to him is a woman with curly hair wearing a floral top, also with her hands clasped. Behind her, a man in a purple t-shirt is looking forward. To his right, a woman with long dark hair is standing and looking over the group. Further right, a man in a blue t-shirt is holding a small white object, and a woman in a yellow patterned top is sitting with her hands clasped. The background shows a white wall with some papers or photos pinned to it. The word "Expectations" is overlaid in a large, white, sans-serif font in the center of the image.

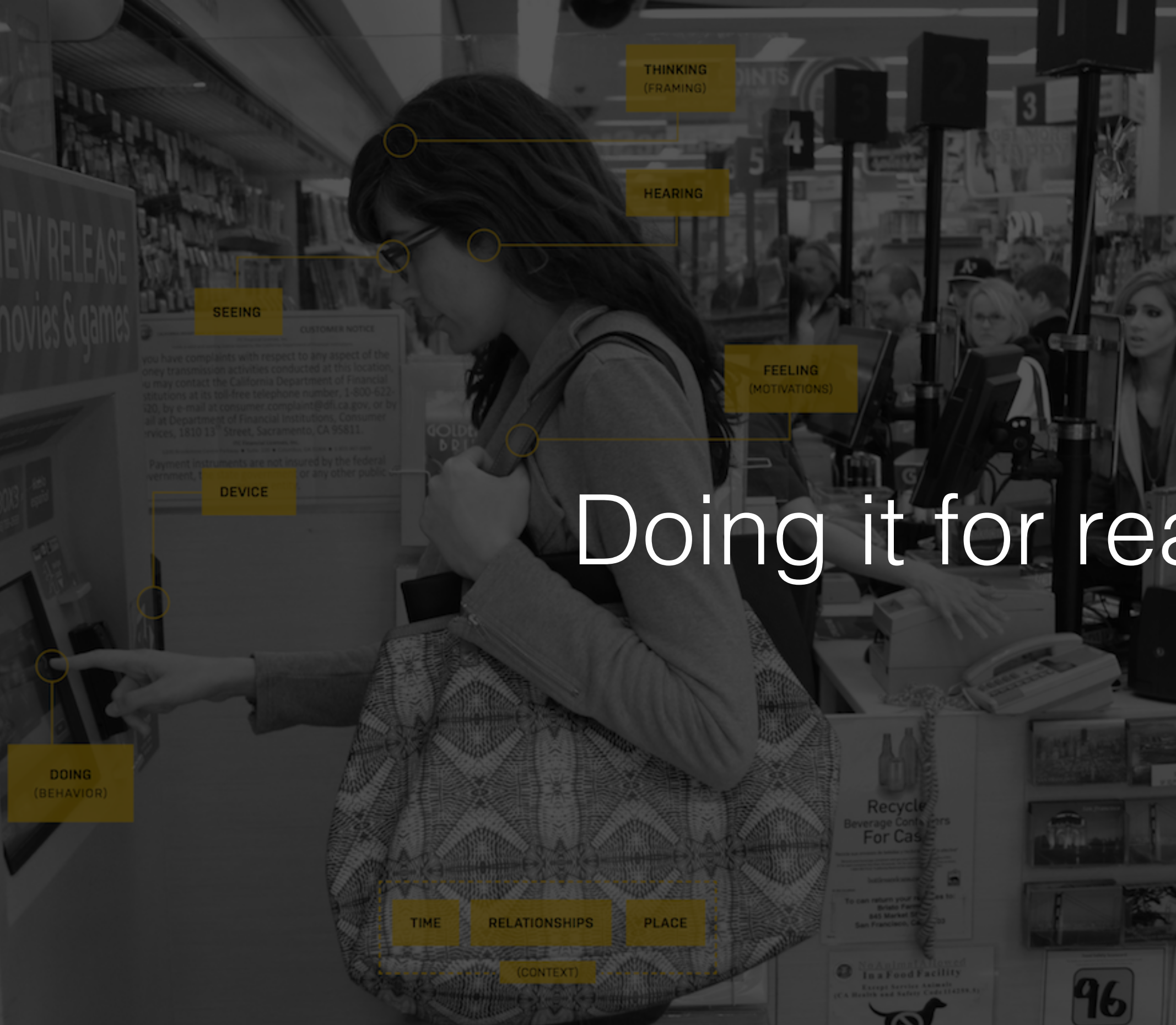
# Expectations

A photograph of a family of four—mother, father, and two young children—laughing and smiling together in a bright, modern living room. The father is in the center, laughing heartily. The mother is on the left, smiling. The two children are in the foreground, also smiling. The word "Surprises" is overlaid in white text in the center of the image.

# Surprises



# Where and when



# What are people trying to do?

- Observation

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Watch first.

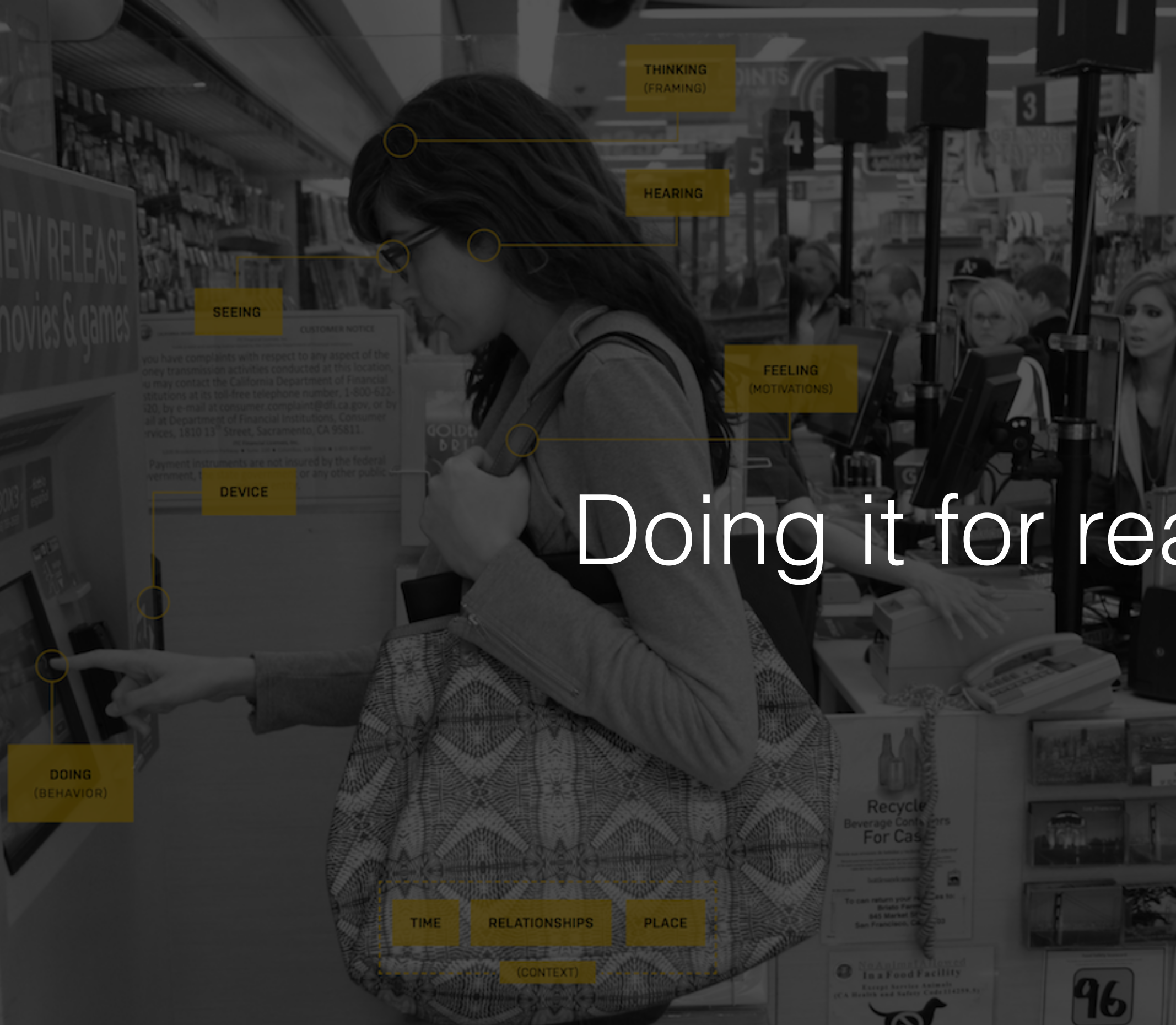


Then: “Show me.”

**HOW FASCINATING**

Questions  
last.

**PLEASE TELL ME MORE**



# Doing it for reals.

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The background of the slide features a dark gray silhouette of a construction site. It shows a complex steel framework with several workers in various poses: one at the top left with arms raised, another in the top right leaning forward, a worker in the bottom left crouching, and two others in the bottom right using tools. The word 'Framework' is centered over this image in a large, white, sans-serif font.

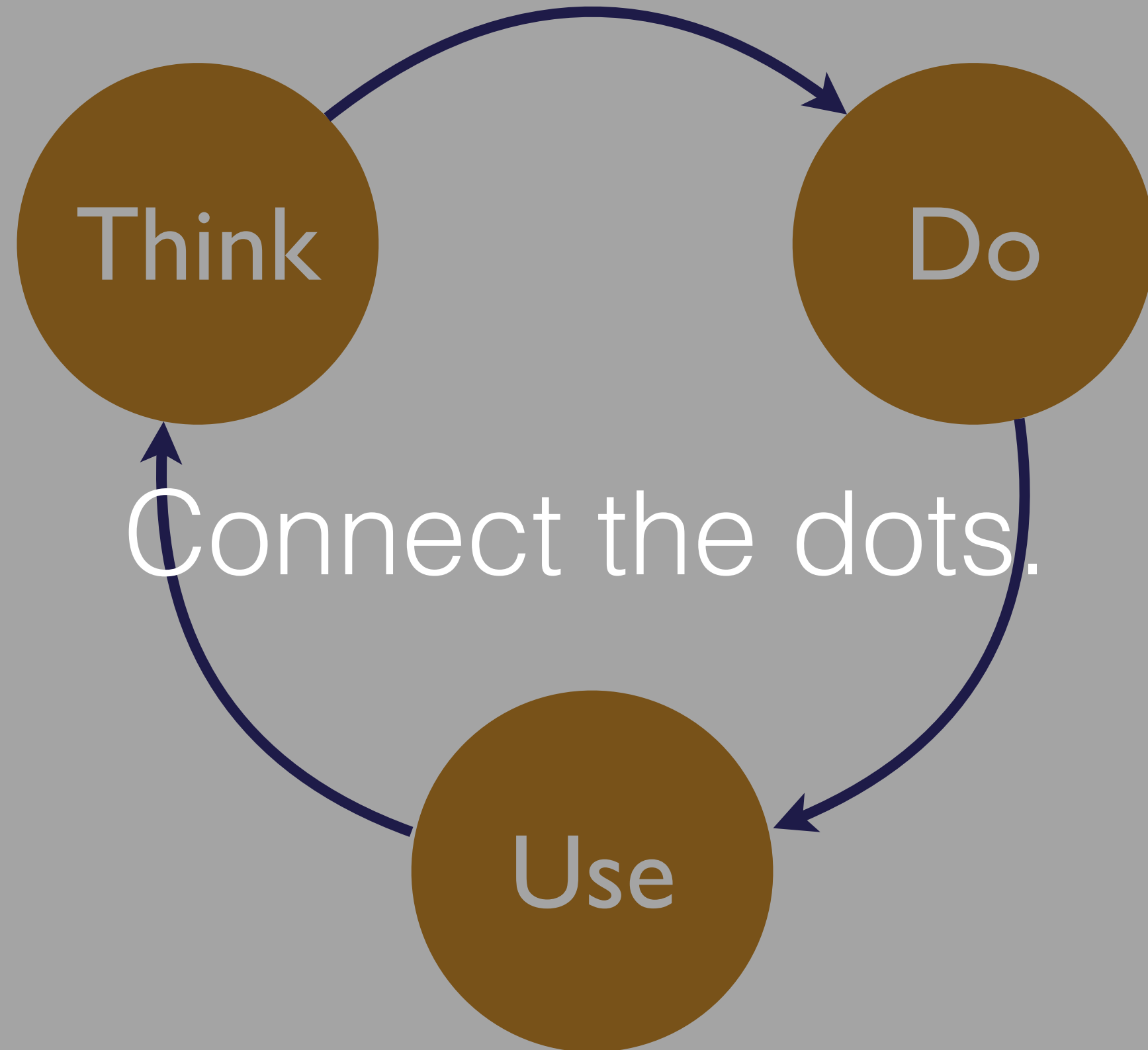
# Framework

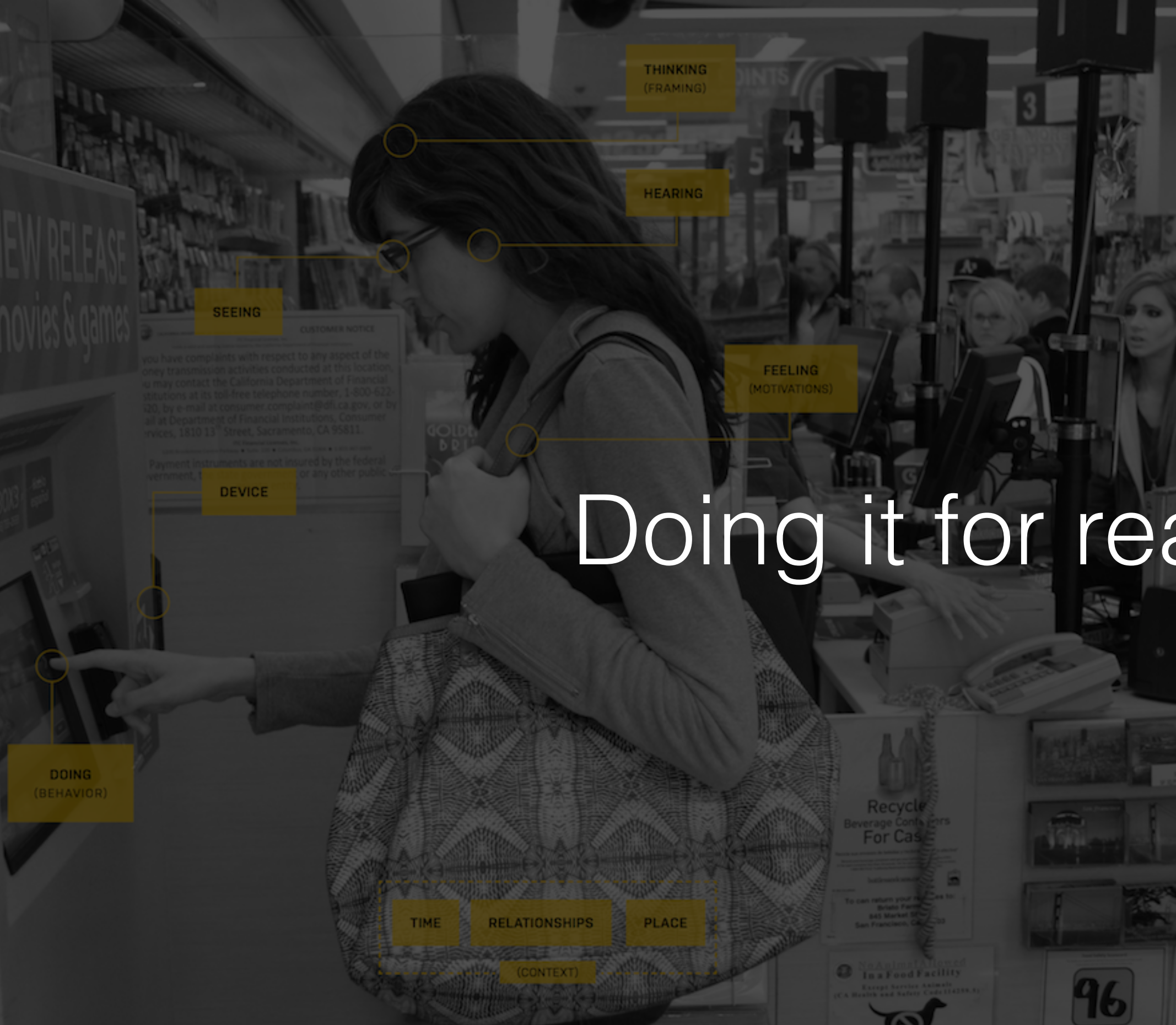
A photograph of a warehouse interior with high industrial shelving units filled with cardboard boxes. In the foreground, a man wearing a yellow hard hat, a dark blue long-sleeved shirt, and a high-visibility yellow safety vest is reaching up to place a white box onto a shelf. In the background, three other workers in similar safety gear are visible, some holding clipboards and others using handheld devices, suggesting an inventory-taking process. The scene is brightly lit, and the floor is a light-colored polished concrete.

Take an inventory.

A photograph of a warehouse interior. In the foreground, a male worker wearing a yellow hard hat, a dark blue long-sleeved shirt, and a high-visibility yellow safety vest is reaching up to place a white box onto a high shelf. The shelves are filled with various cardboard boxes and some blue plastic containers. In the background, three other workers in similar safety gear are visible, standing and looking at a clipboard or device. The floor is a light-colored, polished concrete. The overall scene depicts a busy industrial or logistics environment.

# Objects - Actors - Tools





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A pink piggy bank is the central focus, standing on a large, messy pile of US dollar bills. The piggy bank is glossy and has a small coin slot on its back. The dollar bills are mostly one-dollar bills, fanned out around the base of the piggy bank. The background is a plain, light gray.

Put solutions in a safe place for later.

A man in a white shirt and dark tie is looking through a brass telescope. The background is a blurred outdoor scene with green foliage and a white building. The text "We are looking for insights" is overlaid on the right side of the image.

We are looking  
for insights



# Fieldwork Time