



Institute of
Customer
Experience



Human Factors
International

Culture and communities are incredibly complex. Our ethnographic tours offer to make sense of this complexity in a way that informs your business and design vision.

If you or your organization wish to learn about India, let this be a precursor to more in-depth research, or a grand overview that helps you choose the right direction and avoid mistakes.

- Observe people in their natural environment rather than in a formal research setting
- Move beyond preconceptions
- See patterns of behavior in a real-world context
- Collect data systematically
- Discover meaning, understand norms, identify barriers and make connections
- Gain powerful insights that help you take the leap from research to strategy and innovation, to deliver solutions and experiences that connect with users and create delight

Ethnographic Tours



Nepal



Take a **STUDY** or **EXPERIENCE** tour to explore the following areas:

- 1. The Individual**
Demographics, psychographics, personality, skills
- 2. The Social Systems**
Households, families, networks, dyads, community or societal organizations and agencies, institutions
- 3. Individual and Shared Behavioral Patterns**
Acts, activities, events, emotions, goals, motivations
- 4. The Idea Systems**
Knowledge, attitudes, beliefs, values, symbolisms
- 5. Expressive Culture**
Language, music, art, dance, architecture, storytelling
- 6. Technologies and Material Culture**
Devices, objects, possessions
- 7. The Physical Environments**
Living / work community spaces, social settings
- 8. Needs**
Real and perceived, which must be met to ensure survival
- 9. Shared History**
Significant events and processes, traditions
- 10. Inter-relationships**
Socio-cultural contexts, meanings connecting the above

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