



The aim of the AEIOU framework (Activities, Environment, Interaction, Objects, Users) is to bring structure to observation. It helps structure your understanding of the user and their environment through analysis and observation to bring more structure to the observation.

DIY: AEIOU OBSERVATION

Project/Problem Area:

Date and Time:



DT-AEIOU-19

1 Research

Research on the user

2 Observation on site and documentation

Observe the user/customer and use the AEIOU questions for documentation

4 Findings

Gains new insights

A dedicated space to articulate the key insights and non-obvious learnings derived from analyzing the structured observations in the AEIOU grid. These findings should inform the Problem Statement (POV).

Activities **A** What activities do they carry out?

Document the specific tasks, actions, and processes observed.

Environment **E** What does the environment look like?

Describe the physical space, atmosphere, light, sound, and context.

Interaction **I** How do the systems interact with one another?

Document how users interact with each other, other objects, or the system/service.

Objects **O** Which objects and devices are used?

List and describe the tools, devices, equipment, and items involved.

User **U** Who are the users?

Identify the people involved, their roles, and basic demographics.