

# Inside the Bathroom

## Photo-diary Study

### Researching Activities in the Bathroom

#### Overview

Gaining insight from activity-focused research is a valuable way to generate innovative, user-centered designs. The photo-diary method allows users to capture their daily activities. Insights from the photos are then tracked and analyzed using a series of tools developed here at the Institute of Design.

#### Process

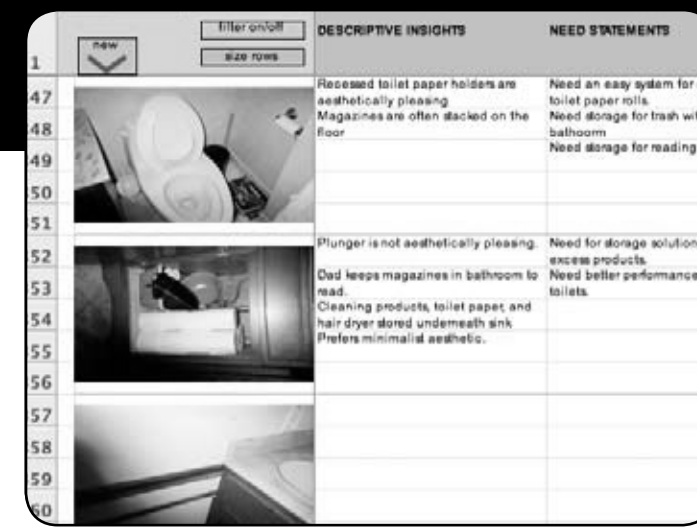
Using disposable cameras, families were asked to take photos of activities in and around their bathrooms. The photos were reviewed with the families to gather details about the activities. The data was then used to analyze and group into relevant topics for concept generation.

#### Outcomes

Several inspirational concepts came out of this research process, as shown below. These concepts can be expanded, and then used to further explore their potential and value to the user.



Data was gathered by interviewing families after they had taken photos of activities in and around the bathroom.



Data was collected using a set of Excel-based tools that assist in analyzing large sets of data.



Concepts were generated during team work sessions based on the research data.

## Users want easy access to their daily products, but not all the clutter.

### Gather Data

**Data**

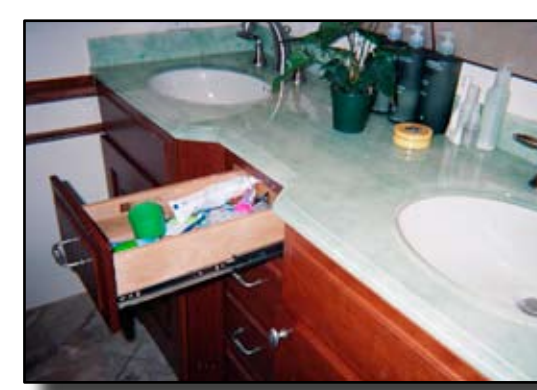
These are sample photos from the three families that participated. The interviews helped gather details about each photo which were tracked in field books for later analysis.



Custom-designed cabinet to provide storage in the guest bathroom.



The family hangs up wet laundry on hangers in the bathroom.



Tired of having "stuff" around, they do their best to minimize clutter.



These items are purposely placed on the towel rack for easy access.

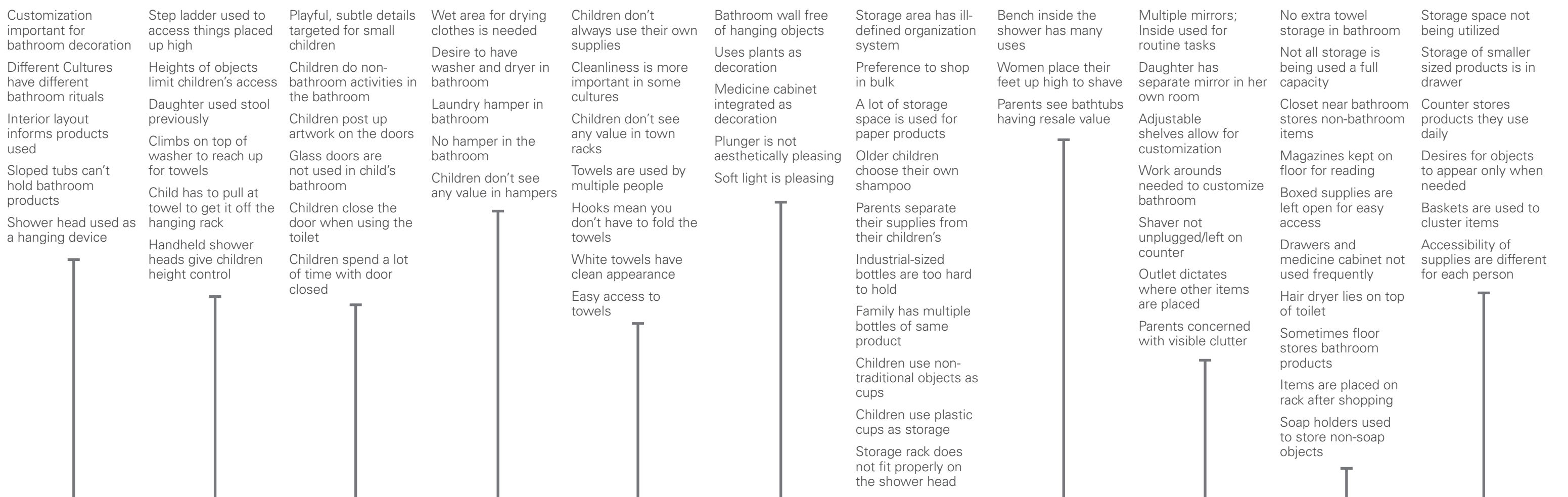


Make-up drawer: She knows where everything is.

### Analyze

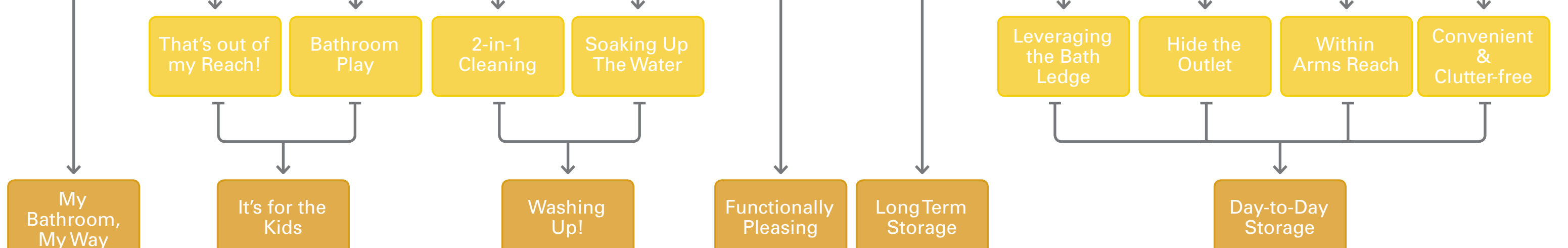
**Insights**

Insight statements were created from the field notes and entered, along with other data, into the Excel-based User Insight Tool. The tool helps track and sort large amounts of photo-related data.



**Patterns**

Using another Excel-based tool, the Insight Matrix, the list of insights were ranked and then clustered to show their relationship to each other. Names were given to the groupings to help show hierarchy.



### Conceive

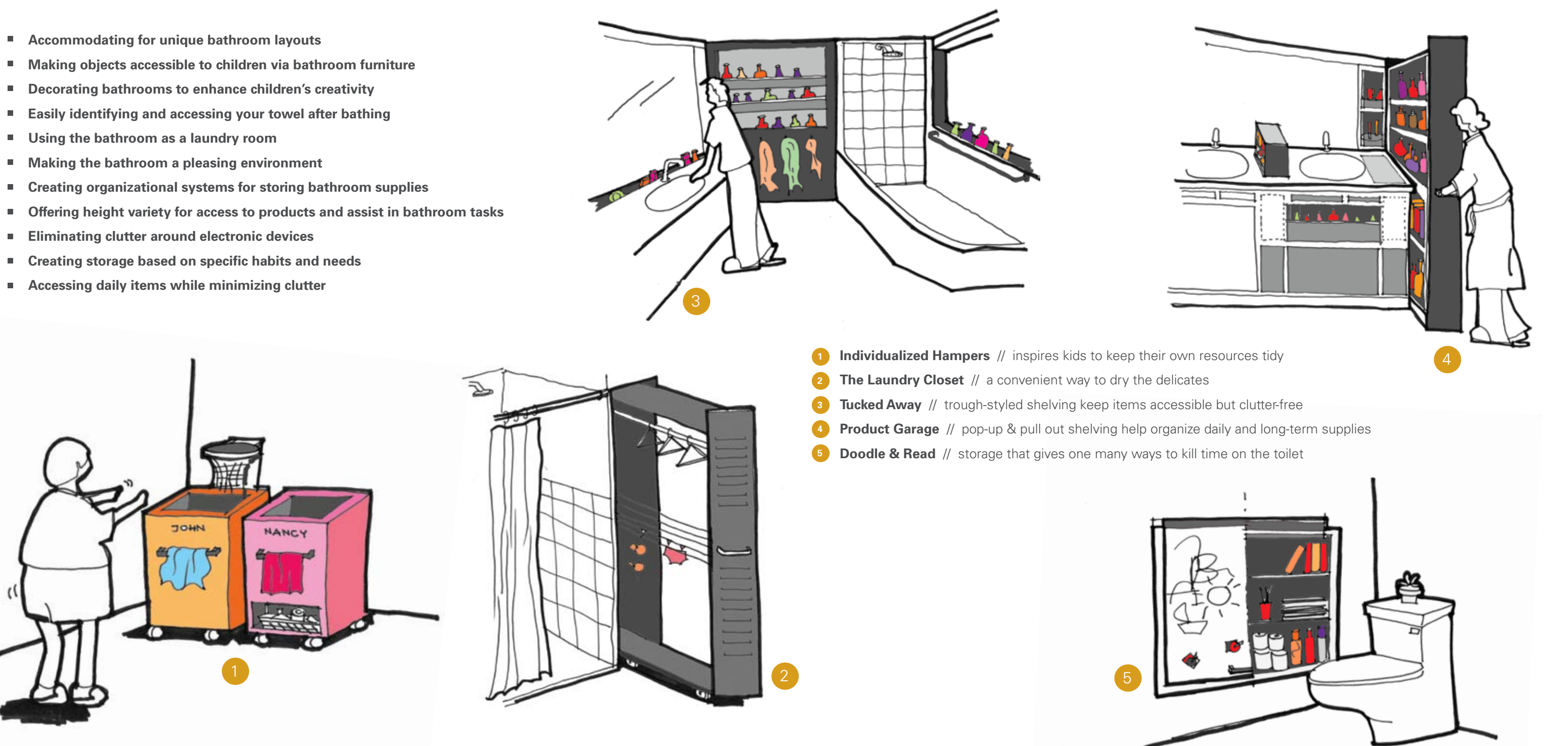
**Criteria**

Based on the data gathering and the groupings of related insights a set of criteria was established to help facilitate concept generation.

- Accommodating for unique bathroom layouts
- Making objects accessible to children via bathroom furniture
- Decorating bathrooms to enhance children's creativity
- Easily identifying and accessing your towel after bathing
- Using the bathroom as a laundry room
- Making the bathroom a pleasing environment
- Creating organizational systems for storing bathroom supplies
- Offering height variety for access to products and assist in bathroom tasks
- Eliminating clutter around electronic devices
- Creating storage based on specific habits and needs
- Accessing daily items while minimizing clutter

**Concepts**

Using the list of criteria, and examples from the interviews, a series of work sessions were held to generate and prioritize concepts that would meet the needs of the users.



- Individualized Hampers** // inspires kids to keep their own resources tidy
- The Laundry Closet** // a convenient way to dry the delicates
- Tucked Away** // trough-styled shelving keep items accessible but clutter-free
- Product Garage** // pop-up & pull out shelving help organize daily and long-term supplies
- Doodle & Read** // storage that gives one many ways to kill time on the toilet