

Methods

# Conflict- Convergence Plotting Case Study

Treemouse Research & Design

# PROJECT —

## Understanding organisational behaviours of home-makers

The client for this project had a mobile app for reminders. The existing users of the app primarily used it to be reminded of tasks at home eg. pay bills, get groceries. The client believed that the app should provide more formats for making lists. We wanted to understand the true nature of organisational behaviour at home that could help in generation of new list-making formats.

The study was conducted with 35 participants over 3 months using face-to-face interactions, diary probes & phone conversations.

In this case study, we have shared excerpts of three interview transcripts and accompanying field notes (for two of those) that were recorded during this project. The transcripts are a written replica of the participants' words, whereas the field notes are observations made by the researcher.

After the first round of interviews with 10 participants, the data acquired was organised using the conflict-confluence plotter. The zones that emerged from this plotting informed the next phase of research.

## FIELD TRANSCRIPT #8

- - -

RESPONDENT NAME: Ashima Bhatt

DATE: 12.8.2015

TIME: 3:35PM - 4:55PM

LOCATION: Sobha Carnation, Flat 4A, Pune

1 "...all leave by 10. Then there is some more stuff  
2 to do, but I get free by 12.30 usually. Mornings are  
3 the craziest. Everything needs to happen together.  
4 Day starts at 6 and before you know, its 12. It is  
5 important how we spend the morning, right? Sets the  
6 tone for the rest of the day. And I like to have  
7 everything in order. The staff is also properly  
8 trained so that things happen smoothly. What's the  
9 point of keeping help if you have to keep slogging  
10 and fretting over things. But even managing is not  
11 easy."

12 "...make sure everything is sorted. Need things to  
13 be organized. I make seperate lists for shopping,  
14 tasks etc. Use sticky notes as reminders. Phone  
15 reminders are easy to miss for me. I check them and  
16 turn them off and then forget about it again. So I  
17 prefer having things handwritten in front of me. All  
18 lists are seperate and I make a new one everyday.  
19 Organisation is very important to run things without  
20 problems..."

21 [to servant] "Get some tea here. Check the water  
22 tank, why do I need to remind everyday?"

23 "...yes, I keep everyhting categorised, so that I  
24 know where to find anything when I need it.."

FIELD NOTES 8

- - -

1 ...on the left. The entrance to the house is  
2 flanked by 2 plants that are drooping. The  
3 bell-switch has black discoloration around it.  
4 Inside, to the left, is a shoe cabinet. I ask  
5 Ashima & leave my shoes there. There are unpaired  
6 shoes inside cabinet, I leave mine next to a pink  
7 ballet shoe (possibly a child's). Ashima points me  
8 to the living room. She is wearing an oversized  
9 blue kurta-shirt and black pants. Her hair is a bit  
10 unkempt, possibly tied in a rush, just the way I do  
11 it in haste with a pencil...

12 ..(Ashima loses eye-contact while speaking to me -  
13 I glance at my watch..)

14 .. Ashima becons her house-help as she loses sight  
15 of her (she has been keeping a close watch on her  
16 movements)

17 .. Ashima points to the fridge. The fridge surface  
18 has magnets from Paris, Lyon & Madrid. Two magnets  
19 are broken & scratched. The fridge surface has  
20 different types of paper on which are hand-written  
21 notes. I can see some running notes, some  
22 check-lists. The writing in 2 is hurried and  
23 difficult to understand. One of the lists mentions  
24 the date (30th July). There is also a small white  
25 board near the fridge. It has faded imprints from  
26 previous writing. The duster is stuck to the board,  
27 but the marker isn't there.

## FIELD TRANSCRIPT #2

- - -

RESPONDENT NAME: Mohua Shah

DATE: 7.8.2015

TIME: 11AM - 4PM

LOCATION: Park View Towers, Flat 2D, Pune

1 "...can talk for some time. We have lived here for 5 years now.  
2 Neighbours are nice, but you know how it is these days. no one has  
3 the time for anyone. Especially the ones who are working. Everyone  
4 keeps to themselves. I also dont speak to people much. It is cordial,  
5 hi-hello, that's it. When I was growing up, I spent half my day at my  
6 neighbour's place. Anyone needed any help, neighbours were as  
7 reliable as family. People here are also nice, but I think our way of  
8 life has changed now. Everyone likes more privacy. We are also  
9 private people. I like keeping to myself. you could call me an  
10 introvert..."

11 "I'll tell you this story of what happened the last time I went to  
12 that store....they anyway are complete thugs....days schools are  
13 doing interesting things. My daughter learnt some programming and  
14 created this (showed geometric artwork on phone)....and what have you  
15 studied?"

16 "...through a building friend. She was sharing this over tea last  
17 week, about this new app that makes to-dos very easy to record and  
18 maintain. So I am thinking I will give it a try. She will help me  
19 with it when we meet in a day or two. Anyway, it is not very  
20 difficult to manage house work these days. What do you need to do?  
21 There is help for everyhting. If you have a system around things, its  
22 easy to manage and run. I do write things down, but I usually keep  
23 mental notes. Writing is more for shopping lists and groceries. While  
24 sleeping I casually create a count of the number of non-regular tasks  
25 that I need to do during the next day. That's it. The regular tasks  
26 are anyway not an issue..."

## FIELD TRANSCRIPT #5

- - -

RESPONDENT NAME: Syeda Sheikh

DATE: 8.8.2015

TIME: 1:15PM - 3:05PM

LOCATION: Galleria Towers, Pune

1 "...keep trying. There is always so much to do. Always a train  
2 to catch. Miss one train and every other thing will also get  
3 missed. Specially with someone like me, I have to put in extra  
4 effort and still I end up messing things. I am quite bad at  
5 organisation. I had a friend in college. All her belongings in  
6 her almira used to be colour-coded, used to look beautiful,  
7 like a candy shop. She used to wear very colourful clothes, and  
8 all of them used to be neatly arranged, some in piles, some on  
9 hangers. That is the kind of organisation I want to be able to  
10 do! It should look 'organised'. Even her desk, her stationery,  
11 everything! I have tried to get there, but I don't think  
12 organisation is my cup of tea. I guess it comes from within,  
13 one is born with it. It's been 20 minutes since we started  
14 chatting! I need to eat my salad now, would you like some?"

15 "...divided according to time. I know how much time every task  
16 takes. Folding clothes - 15 minutes, dusting the house - 25  
17 minutes, cooking lunch 1 hour to 1 hour 15 minutes. So I have  
18 things chalked out accordingly. The mental clock is always  
19 running and now it is a habit to stick to it. I get very  
20 inspired by people who maintain a neatly organised life. It  
21 seems peaceful, doesn't it? Would like to be like them..."

22 "...yes, I do write things down a lot. I am so clumsy though.  
23 Things are always all over the place. But I manage. It is how  
24 it is. Can't change who I am right? I write things throughout  
25 the day, but at night I put them together in one place so that  
26 I know the status of things for the next day..."

## FIELD NOTES 5

- - -

1 ...is a sofa-set that has embroidered runners.  
2 There is a mark on the sofa where the runners  
3 are placed. It seems like everything has a set  
4 place where it needs to be. My eyes notice the  
5 carpet. The table is placed exactly at the  
6 points where the carpet-fibers have been set,  
7 the way they get when something heavy is  
8 repeatedly placed on them.

9 ...home layout. The main-house doorway leads to  
10 a corridor which houses the doors for both the  
11 rooms. On the walls of the alley are small  
12 framed paintings & aboriginal masks. There is  
13 also a hand-knit...

14 ...end is Syeda's bedroom. I'm immediately  
15 drawn to the study table at the corner which  
16 has little stickies all around its corners,  
17 placed one after the other with equal gaps. The  
18 stickies are of green, yellow, pink but all of  
19 the same size. Upon examining one I see that  
20 there are grocery lists with check-boxes that  
21 are ticked-off. Each list is also dated. I see  
22 a filled circle & unfilled circle on all the  
23 stickies in the right hand corner. Upon close  
24 examination I see yellow stickies being used  
25 for task-reminders like call mom, transfer  
26 money. The green stickies are grocery lists  
27 with some items struck off.

# Understand the Conflict-Convergence Plotter

zones of convergence

zones of conflict

Write notes all day, organise at night [T5, L24-26]

Write notes for different tasks using different formats/papers [T8, L12-14]

Mental clock around daily routine [T5, L18-19]

Mental notes. Recount irregular tasks for next day before going to bed [T2, L22-26]

**PERSONAL SYSTEMS AROUND HOME MANAGEMENT**

Write notes for different tasks using different formats/papers [T8, L12-14]

This is the transcript address for this observation. Read it as Transcript 8, Line 12 to 14.

Help from neighbours, peers, friends [T2, L16-19]

**EXTERNAL HELP INTEGRAL TO SYSTEM**

Mental peace, orderly day, routine [T5, L1-3, L19-21]

**PERSONAL MOTIVATION**

Manage chaos, multi-task [T8, L1-6]

This is the zone of conflict/confluence that has emerged from a cluster of individual observations

Instance of using it [T2, L16-19]      Absence of it [T2, L4-5, L7-8]

This is an individual observation made directly from reviewing the transcripts and/or the field notes

Calls herself an Introvert [T2, L4-5, L9-10]

**CONTRADICTORY SELF-LABEL**

Loves to share, know, tell [T2, L11-15]

Duration of conversation [5 hours]

This is a thought cluster

**PROJECTION DIFFERENT FROM REALITY**

Claims to manage through well trained staff [T8, L7-10]

Staff was given constant reminders & kept a close watch on [T8, L21-22 | FN8, L14-16]

**Ashima's Sense of Organisation**

Feels very organized [T8, L12-14, L23-24]

Doesn't look as organised at first glance [FN8, L2-3, L5-6, L20-27]

**PERSONAL STANDARDS, DEFINITIONS AND GOALS FOR ORG.**

**Syeda's Sense of Organisation**

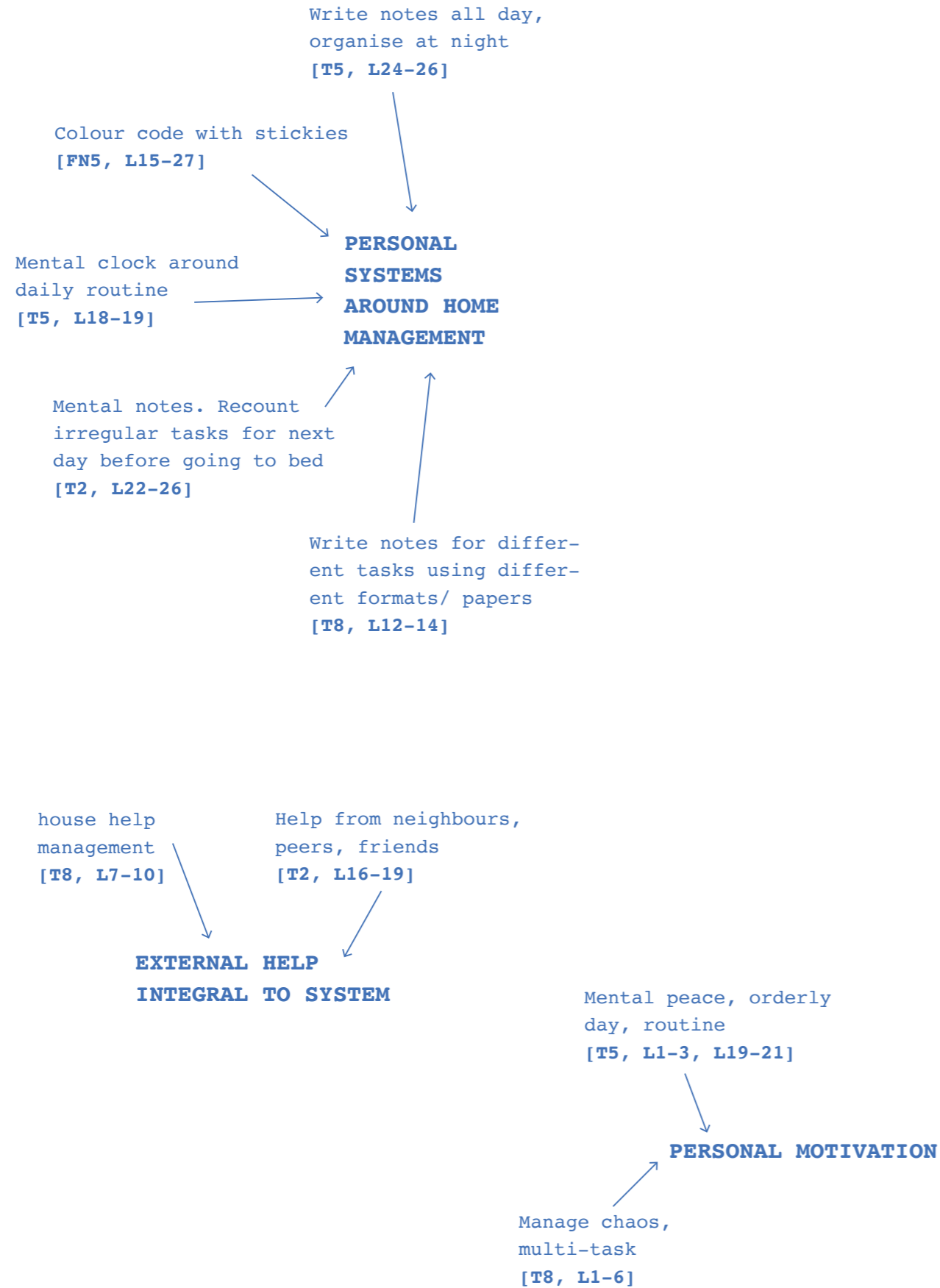
Comes across as very routined [T5, L13-14, L15-19]

Comes across as very systematic [FN5, L3-4, L15-27]

Feels messy, dis-organized [T5, L4-5, L11-12]

Observations that raise conflicting thoughts around the same idea are put on this side of the page as thought clusters

**Zones of convergence**



**Zones of conflict**

