When you’re designing a product for a user, it’s really easy to meet with your user at a public place and just ask questions. But sometimes, that’s not enough. Just talking to your user doesn’t reveal their habits and values as well as taking a tour of their home or workplace. Which is where a guided tour comes in play.

A guided tour is really helpful while designing for your user. It helps better understand your user on their needs and wants. Usually, you would take a tour of your users home or work place with another group member to take notes while you ask questions. The tour should take about 1 to 2 hours.

On October 22, 2014 our group went to Fringe and Fray in downtown Spokane to talk to the owner of the business. Fringe and Fray is a second hand shop for new and gently used clothing. The owner answered all of our questions, and let us look around her shop to see what they where selling. Looking around the shop helped us get a better feel of what the business is about and what they look for when they buy clothes. That Friday, we went to Blue Button. Blue Button is a printing and screening shop for t-shirts located in downtown Spokane. The difference between Blue Button and a regular screening and printing shop is Blue Button uses all organic cotton shirts and they use water based inks. We also took a tour around the Blue Button facility. Taking a tour around Blue Button helped us see what they do with the shirts and what equipment they use to print the shirt.