

# CASE [VISUAL ETHNOGRAPHY]: LIFELOGGING

In 2014 baba set a research on Salone del Mobile in Milano, based on Lifelogging, the most contemporary way to catch images through wearable cameras, that turn research into spontaneous narration

## Research problem

- Trends and lifestyles scouting without mediations
- Analysis of market relationships through innovative digital and participatory tools

## Methodology

### Qualitative research:

- On-the-go monitoring of Salone internazionale del mobile in Milan and its metropolitan spinoffs
- Tracking of paths, gestures and visions through Autographer wearable technology used by four lifeloggers

## Recommendations

- An unusual pathway to ethnographic research for exploring retail space fruition, consumption styles, perceptual patterns and set up innovative segmentation patterns

Research turned into a tale actively involving the target