

About User Centered Product Design


art

- Emotional
- Expressive
- Interpretive
- Symbolic
- Subjective
- Challenging
- Evocative

Design


We design for an audience.

Usable
Useful
Desirable



engineering

- Functional
- Scientific
- Precise
- Cerebral
- Objective
- Analytical
- Exact



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Understanding This Course | What Is It?

contextual

research

methods

- The place where work, play or activities occur
- The environment, infrastructure and systems that surround work

The circumstances in which an event occurs; a setting

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Understanding This Course | What Is It?

contextual

research

methods

- A careful study
- An investigation, or inquiry

To learn, so as to present in a detailed, accurate manner

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Understanding This Course | What Is It?

contextual

research

methods

- A particular procedure
- A systematic way of doing something

A technique, which is repeatable and systematic

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Understanding This Course | What Is It?

contextual

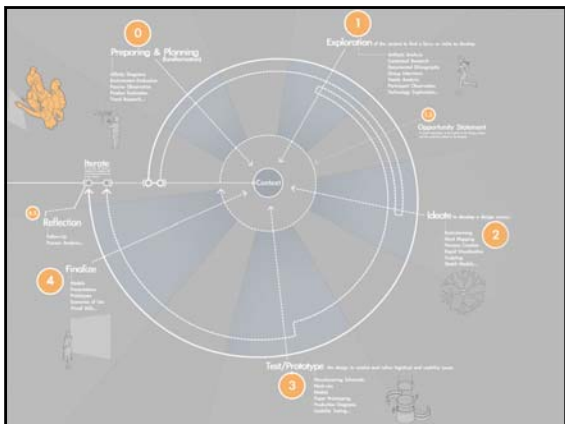
research

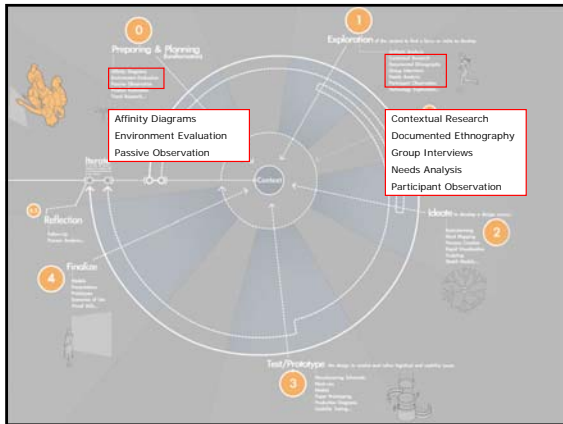
methods

Systematic and repeatable techniques used to carefully learn about the circumstances in which events occur.

How is this different than "traditional research"?

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What This Course Covers

- How to **conduct** contextual research
- How to **model** user behavior, in order to understand both explicit and implicit work flow
- How to **synthesize** gathered research

Specifically, we will cover:

- Contextual Inquiry
- Interviewing
- Contextual Design Work Modeling
- Task Flow Work Modeling
- Questionnaire Development
- Questionnaire Analysis
- Focus Groups
- Development of Unique Methodologies

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What This Course Doesn't Cover

- **Design, as a verb.** This class is focused on analysis and interpretation, not on "making".
- **Aesthetics.** In this class, we are more concerned with the intellectual, social and cultural issues surrounding design.
- **Self Expression.**

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Summary

- About User Centered Design
- Understanding This Course
- How It Fits In
- What The Course Covers
- What The Course Doesn't Cover

... Coming up: Focus Setting

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Understanding Focus Setting

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Contextual Inquiry : **Focus**

Focus

The point of view an interviewer takes while studying work

- A perspective
- A set of pre-conceived assumptions and beliefs
- Will reveal and conceal

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Contextual Inquiry : **Focus**

Focus

The point of view an interviewer takes while studying work

- Focus serves many roles:
 - Directs the selection of participants
 - Helps manage limited interview time
 - Directs questioning towards a goal
 - Creates understanding
- Clear focus steers the conversation

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Contextual Inquiry : Focus Setting

Focus

The point of view an interviewer takes while studying work

How to conduct a **Focus Setting Meeting**:

1. Form a team
2. Create an **"affinity diagram"** of potential foci:
 - a) Brainstorm questions, assumptions
 - b) Record all items generated
 - c) Remove items participants cannot answer
 - d) Remove "personally-biased" questions
 - e) Organize remaining items
 - f) Develop general foci based on affinity groupings
3. Review the foci with the team
4. Select research direction

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

1. **Form a team**
Team should include all stakeholders, including project managers, engineers, designers, marketing, sales, and even the end users if available.

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

2. **Create an "affinity diagram" of potential foci:**
(chapter 8 In Rapid Contextual Design)
 - a. Brainstorm questions, assumptions
No bad ideas! Given your problem domain, think of anything and everything you would want to learn; what aspects of the domain could be important? Ask both specific and general questions.
 - b. Use sticky notes, and write one idea per note; if ideas are flying too quickly, type them and re-write them later.

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

2. **Create an "affinity diagram" of potential foci:**
 - c. Remove items participants cannot answer

Some questions may ask a participant for a factual quantity or piece of data that they may now know ("How large is your market?").

Other questions may ask the participant to state their opinion about a hypothetical situation ("Would you buy this product?").

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

2. **Create an "affinity diagram" of potential foci:**
 - d. Remove "personally-biased" questions

A team member may have suggested items that are particularly important to them, but don't contribute to the problem domain and goal; remove these items too.

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

2. Create an "affinity diagram" of potential foci:

- e. Organize remaining items. Create categories and groups from the individual items.



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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

2. Create an "affinity diagram" of potential foci:

- f. Develop general foci based on affinity groupings.

Using the groupings that have been established, come up with a two or three sentence Focus Statement.

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Contextual Inquiry : Focus Setting

Setting a Focus

The point of view an interviewer takes while studying work

3. Review the foci with the team

Make sure everyone involved understands the potential foci that have been developed

4. Select a path for your research.

Let's try it in class ..

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