

## Unique Methods in Contextual Research

Jon Kolko  
Savannah College of Art & Design

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## Understanding Established Methods

We've identified and studied **established contextual research methods**:

Contextual Inquiry	Traditional Interviews	Questionnaires	Focus Groups
Develop a partnership with real users to observe focused work in its actual context	User provides verbal responses to a series of pre-determined questions focusing around an area of work	Distribute materials to a small sample of a target population in order to understand the whole population	Gather 6-8 appropriate participants in a room and attempt to understand their attitudes about a specific topic

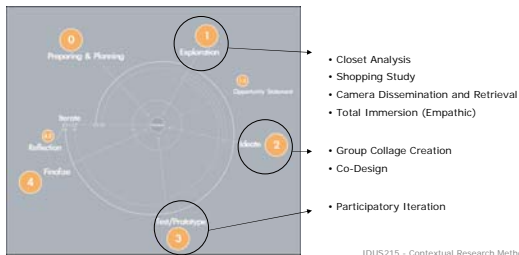
**What makes something "established"?**

**What are the pros and cons of using "established" methods?**

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## About Unique Methods

- Experimental in nature
- Geared towards a specific course in study
- A blend of other techniques



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## A Multi-tiered Example: Fearless Girl | War Room

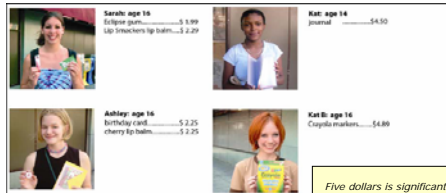


## A Multi-tiered Example: Fearless Girl | Locker Study



*Girls enthusiastically personalize their lockers throughout the school year with sentimental magazine pictures, souvenirs, and photos. Sometimes they include things they would not feel comfortable for their parents to see. Sometimes they have a photo of a "boyfriend" that does not really exist. The lockers are unofficial "scrapbooks" of everything in their lives. Girls put a lot of effort into and take pride in the efforts of their decoration, as the locker is a conversation piece for visitors and a visual aid to stories.*

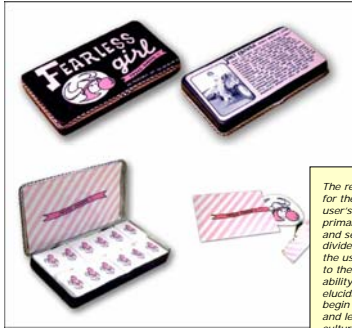
## A Multi-tiered Example: Fearless Girl | Economic Study



*Five dollars is significant in a teenagers' world. In an economic experiment, I gave five dollars to four random teenagers outside of a CVS (Community Variety Store) in downtown Savannah, Georgia, and asked them to purchase anything they liked inside the store. One girl asked me if I was "rich." All could not believe their good fortune from such a proposal.*

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### A Multi-tiered Example: Fearless Girl | Results



*The research process outlined here calls for the designer's integration into the user's culture in order to acquire a primary understanding of the lifestyle and semiotics. Crossing this cultural divide enables a unique understanding of the users' emotions and then, returning to the position of designer, offers the ability of perspective. This process elucidates a true user-centric criteria to begin the design conceptualization phase and leads to a product of inherent cultural resonance.*

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### Let's Try It ..

In groups of 3, brainstorm **unique methods** to:

- Understand a unique discipline
- Find out about users
- Determine hidden wants and needs

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