User Interface Software Project

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Contextual Inquiry

Content derived from Buxton, Sketching User Experiences/

Contextual Inquiry

- Similar to ethnography
  - Studies the user in place
  - Tries to capture the reality of his work culture and practice

- Different from ethnography
  - It is not open-ended
  - The investigator has a specific focus
  - Its goal is to
    - find the right design
    - design the right system

Contextual Inquiry

- Contextual Inquiry
  - Is like being an apprentice to the user
  - Go to their location
    - See their work place
    - See the objects they use
    - See the artifacts they create
    - Experience their communication patterns
      - verbal
      - non-verbal
    - Gather data

Contextual Inquiry

- The user is the expert and a partner to the investigator
- However, the investigator is not passive
  - Her goal is to understand what is going on.
    - Asking questions...
    - Questioning motivations...
    - Make sense of the actions is expected
  - She must be ready to challenge her assumptions of understandings of the place, user and task

Contextual Inquiry

- Step 1
  - Data collection
    - Interviews
    - Photographs
    - Videos
    - Drawings
    - Sample collection

Contextual Inquiry

- Step 2
  - Data analysis
    - Sequential analysis of actions
    - Physical models of actions
    - Models of communication flow
    - Cultural insights
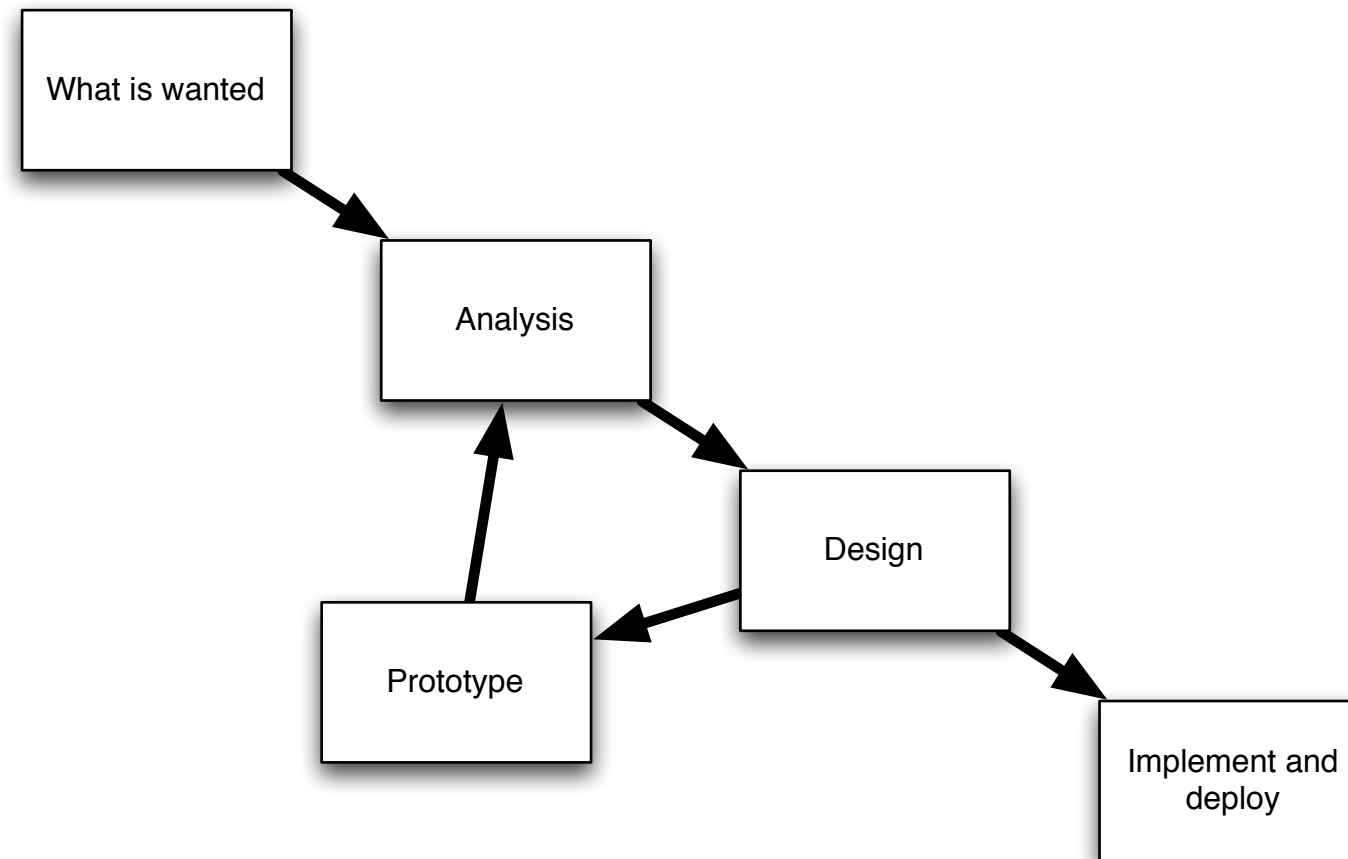   - Artifact categorization

Contextual Inquiry

- Step 3
  - Outcome
    - Representation of the required task sequences, artifacts and communication channels that must be supported.
    - Understanding of physical and cultural constraints

Course Path

What is wanted

Analysis

Design

Prototype

Implement and deploy

Course Path

Brainstorming

What is wanted

Contextual Inquiry

Contextual Inquiry Data Analysis

Paper Prototyping

Analysis

#fail

Expert Review

Denim

Design

Prototype

Paper Prototype

Implement and deploy

K-Sketch

Group Persona