

Contextual Inquiry Data Analysis

Goal: Creatively analyze your photographs and interview data to create a more focussed application design for a more realistic user and scenario

1. Familiarization

- a. Spend 15 - 20 minutes familiarizing yourself with the data that your group has collected. Go over what the pictures are of. Review the interview data.
- b. Go over the interviews for a few minutes. Pull out 10 quotes and write them on index cards and add them to the photos



2. Decontextualization/Creativity

a. Switch stations with another group

- i. Put their photos and quotes on the table and spread them out.
- ii. Organize the photos by color, put the quotes in the appropriate spot
- iii. Write down 5 observations about the photos on post its that emerge from this organization and leave them on the wall by the photos
- iv. Go back to your home group
- v. Based on the organization and observations, pick a cluster and
 1. Identify an easy task that someone in that cluster might need to do
 2. Identify a medium difficulty task that someone in that or a different cluster might need to do
 3. Identify a difficult task that someone in that or a different cluster might need to do



b. Switch stations with another group

- i. Put their photos and quotes on the table and spread them out.
- ii. Organize their photos by emotion, put the quotes in the appropriate spot
- iii. Write down 5 observations about the photos on post its that emerge from this organization and leave them on the wall by the photos
- iv. Go back to your home group
- v. Based on the organization and observations, pick a cluster and
 1. Identify an easy task that someone in that cluster might need to do
 2. Identify a medium difficulty task that someone in that or a different cluster might need to do
 3. Identify a difficult task that someone in that or a different cluster might need to do



c. Switch stations with another group

- i. Put their photos on the table and spread them out.
- vi. Organize the photos in a creative way (culture, location, flavor?)
- vii. Write down 5 observations about the photos on post its that emerge from this organization and leave them on the wall by the photos
- viii. Go back to your home group
- ix. Based on the organization and observations, pick a cluster and
 1. Identify an easy task that someone in that cluster might need to do

2. Identify a medium difficulty task that someone in that or a different cluster might need to do
3. Identify a difficult task that someone in that or a different cluster might need to do
3. Create a list of 10 or more artifacts that show up in your photos.
 - f. What do the artifacts reveal about the tasks that you have identified?
4. Create a list of unexpected types of people that might show up in your photos that would affect the tasks that you have listed.
 - f. What do these people reveal about the communication that you might be required?
5. Identify cultural or physical things that show up in your photos that might affect the tasks that you have listed.

Prepare a 10 minute PowerPoint presentation of your results

1. Show the photographs which turned out to be the most revealing.
2. Present a list of interesting artifacts that showed up in your photos.
3. Present a list of interesting people that might be part of a task.
4. Review the top 5 tasks that might need to be done in these scenarios.
5. What is the right problem to design for?
6. Present a revised task and approach and focus for your application.
7. Answer these Task Analysis questions:
 1. Who is going to use the system?
 2. What tasks do they now perform?
 3. What tasks are desired?
 4. How are the tasks learned?
 5. Where are the tasks performed?
 6. What's the relationship between user & data?
 7. What other tools does the customer have?
 8. How do users communicate with each other?
 9. How often are the tasks performed?
 10. What are the time constraints on the tasks?
 11. What happens when things go wrong?
8. How can you solve it:
 1. With no technology?
 2. With no smartphone?
 3. With any technology?