

## Contextual Design, Karen Holtzblatt

user-centered design process

technology and IT has moved from engineers and specialists to whole of society and especially workplaces, where workers are users of the technology.

Moved from design for features to design for users and their experience

that is why real field data is needed, about the lives and practices of the users

Aspects of business that was previously non-technical are now based on IT and especially internet technology.

Once, technology was made by for people who were similar to the engineers but that is not the case anymore, thus intuition becomes invalid

Contextual design is a step by step process

First step is about requirements and high-level solutions, the second step is about working out details

Framework for engineering process

In the first step, requirements are not simply gathered by asking people. Products are part of larger practice and context which needs to be understood

People are unaware of technical possibilities and they are also unaware about low-level actions they perform - need for a technique to get unconscious elements of behavior

Thus contextual inquiry is the first step in contextual design

Watching reduces the need for articulation

Contextual interview, 2 hours in the real context, letting the interviewee lead the conversation, interviewer open to interviewee about how they interpret, focusing the conversation by paying attention to relevant topics. The goal of interview is to get low-level data. Being in the field allows the observation of the tools used, the flow and interruptions of behavior, alternative products, alternative to usability labs which are out-of-context and artificial. Larger project requires larger number of interviews. Different roles should be covered, but also enough repetitions of like users, so that establishing patterns is possible

Within 48 hours there should be a session where the large amount of data is interpreted, helping people to remember, taking notes, reflecting, each member gives different perspectives

Work modelling captures the practices in diagrams, instead of practice as a whole which can be overwhelming, the practices in the context is split up. For example a sequence model of tasks and behaviors, a flow model of responsibilities, communication, connections. Cultural model of how cultural and social aspects affect the practice. Physical model of the environments and how it restricts possible designs. Model of artifacts, actual physical things that people use in the practice.

*The most fundamental goal of CD is to get the team to design from data and not the "I."* (p. 991)

Consolidation is the process of establishing who the user is from all the data and the models and understanding the user population's needs. There are also variations in practice. Data consolidation gives a common language to describe and reflect. CD consolidates notes from interpretation into affinity diagram and consolidate the other models separately.

Affinity diagram is hierarchical wall-sized diagram. It is about grouping/clustering and finding underlying patterns. Possible to move through the diagram and include design ideas. Using sticky-notes printed with small atomic parts of the consolidated data.

When the data has been processed in these ways the power of direct knowledge of the users in their context might be lost, especially when the team wants to communicate to other parts of the organisation. Here Cooper's personas are relevant, because they make the users concrete. The personas can be built from the data and the consolidated data by looking for core characteristic practices and finding people who most strongly embody those characteristics

Visioning is a step in CD where a new practice is imagined, identify needed function but it is about high-level implementation and not technical low-level details. It is the practice which is redesigned, not the user interface itself. No one is allowed to vision without having walked the models and diagrams. A new story for the practice is created

Some people challenge CD by saying that one cannot invent the future by looking at the past, but Holtzblatt argues that all inventions are based on observing needs and imagining a new way of meeting those needs. This does not mean that the customer is asked about their wants and needs.

All of the previous stuff is belongs to the first phase. The vision can be used and carried about by the different parts of the organisation, but there is also a second phase

Storyboards are descriptions of the visions and they are made from the models and diagrams, they ensure nothing is overlooked in the design and that the design does not resolve to thinking about technological decisions. "Storyboard are like freeze-frame movies of the new practice"