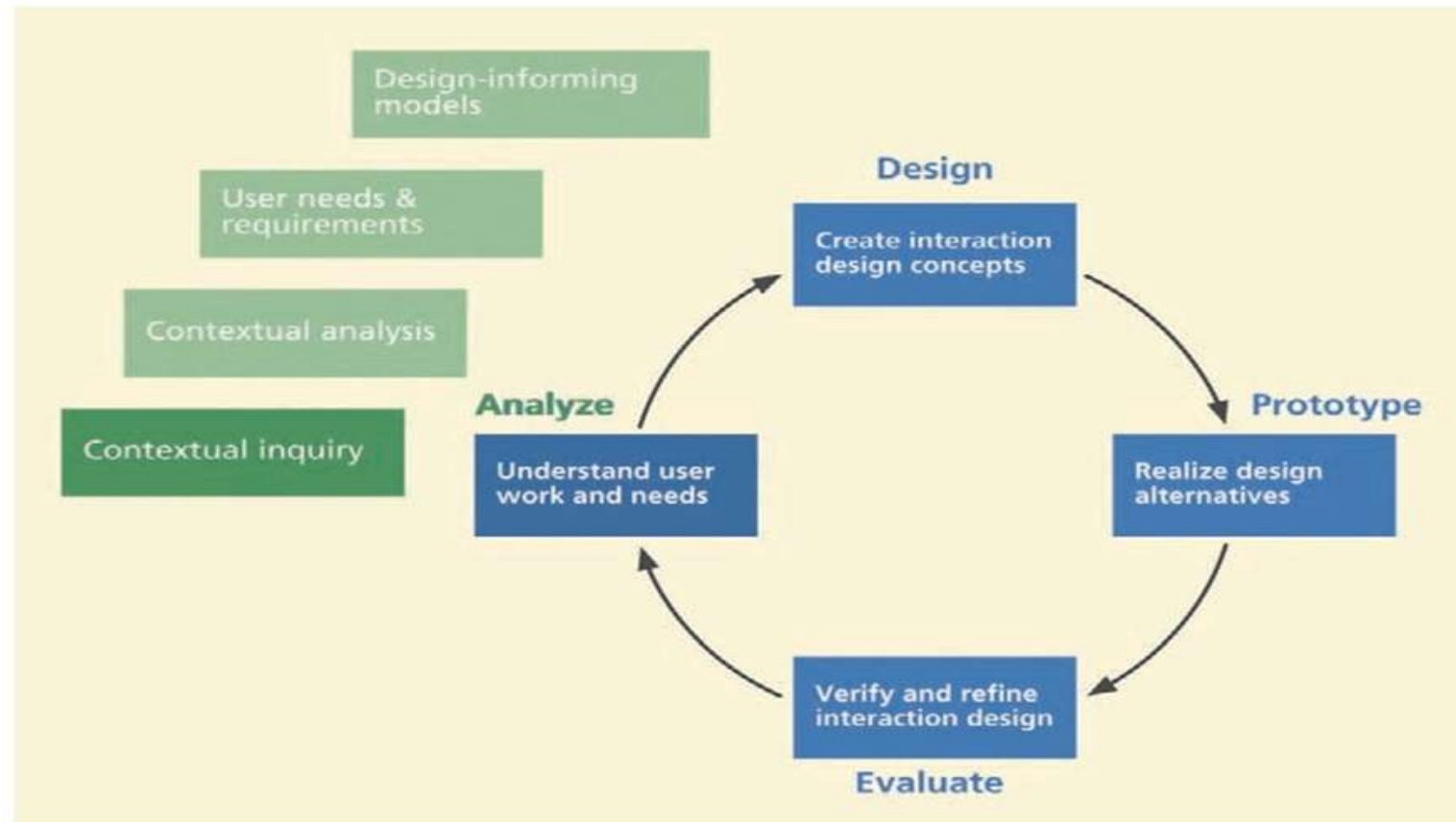


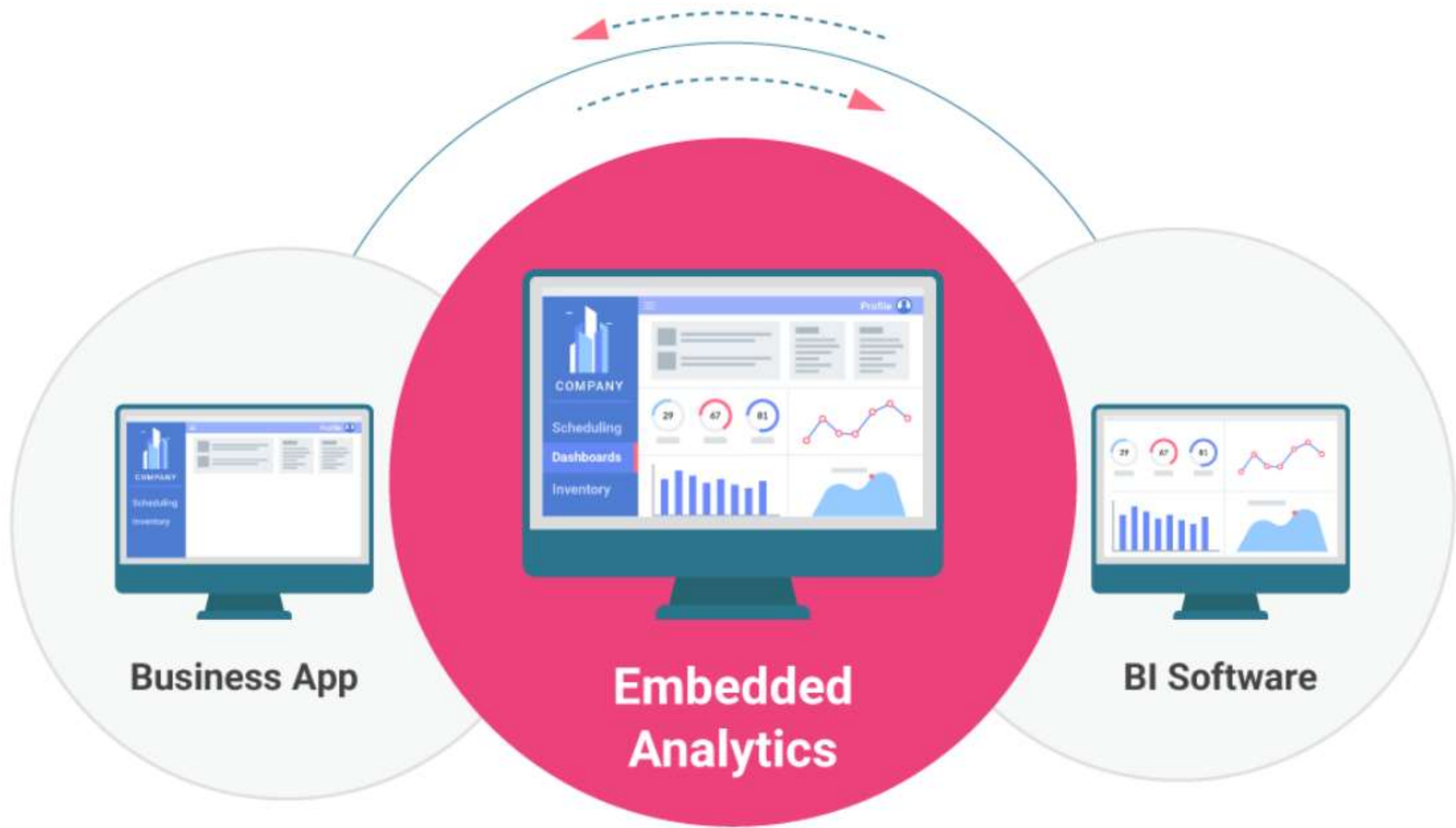
# Unit - 1

## **Contextual Inquiry**

# Contextual Inquiry: Eliciting Work Activity Data

1. The process begins with understanding user work
2. computer-based touch screen voting machines
  - Issues : elderly woman with poor eyesight, struggling to read the words, had trouble distinguishing the colors
  - valuable user feedback





# Example of contextual Data

- **Businesses and organizations**

- Weather
- News
- Events
- Traffic
- Economic/market changes

- **Customers**

- Social media activity
- Past buying behaviour
- Preferences
- Location
- Milestones

# Contextual data

- **Contextual data can provide much-needed insight into customer behaviour patterns, helping you improve their experience.**
- **Case study :**
  - If you are reviewing transaction records, you may see that one party made a payment of \$100,000 to a second party. In itself such a transaction is not particularly noteworthy, and without additional information it's difficult to draw any conclusions or insights about that transaction. However, if we know that the payment originated in a high-risk country and the receiving party is on a watch list, then we have highly valuable context that tells us much more about this transaction.

# Contextual inquiry

- Contextual inquiry is a type of **ethnographic field study** that involves in-depth observation and interviews of a small sample of users to gain a robust understanding of work practices and behaviours.
- Its name describes exactly what makes it valuable — inquiry in context.
- **Context:** The research takes place in the users' natural environment as they conduct their activities the way they normally would. The context could be in their home, office, or somewhere else entirely.
- **Inquiry:** The researcher watches the user as she performs her task and asks for information to understand how and why users do what they do.

# contextual inquiry

- **The purpose of a contextual inquiry:**
  - Observing
  - Documenting
  - Inquiring

# Contextual inquiry

- **Social media monitoring** software helps companies keep a stronger pulse on social conversations relevant to your business.
- **Location intelligence software** can help businesses track resources more effectively using mapping and geospatial data.
- **Internet of things (IoT) software** can automatically analyze your operations data.
- **Asset, shipment, or GPS** tracking software can provide greater analytics for company assets in transit.
- **Data extraction** software can scrape publicly available webpage data that would otherwise be difficult to export, download, record, or analyze.
- **Data integration** software allows separate applications to communicate, share, and integrate data.



# Contextual inquiry : Steps to follow

- **Understanding Other People's Work Practice** : you collect data about the work domain and user's work activities, understand something about what the users do
- **Concept of work practice** : “Work practice” is how people do their work. Work practice includes all activities, procedures, traditions, customs, and protocols associated with doing the work, usually as a result of the organizational goals, user skills, knowledge, and social interaction on the job.
- **Observing and Interviewing in Situation**: What They Say vs. What They Do : observation as an exclusive data-gathering technique.

# When to Conduct Contextual Inquiry?

- **For example**, a company wanting to make a parking app for couriers might use contextual inquiry to dial in the idea to be optimally suited for parking needs.
- Alternatively, the company could do pathfinding research that incorporated contextual inquiry into exploring how documents and other essential things move between its client and their customers.
- Then, use the findings on needs and pain points to decide if the company should build a parking app or an app that makes electronic document transfer easier, eliminating the need for parking of paying couriers mileage.

# Ways to Conduct a Contextual Inquiry



**Define Research  
Questions**



**Pick The  
Participants**



**Plan The Site  
Visit**



**Observe and  
Document**



**Interview  
and Clarify**



**Analyze  
the Data**

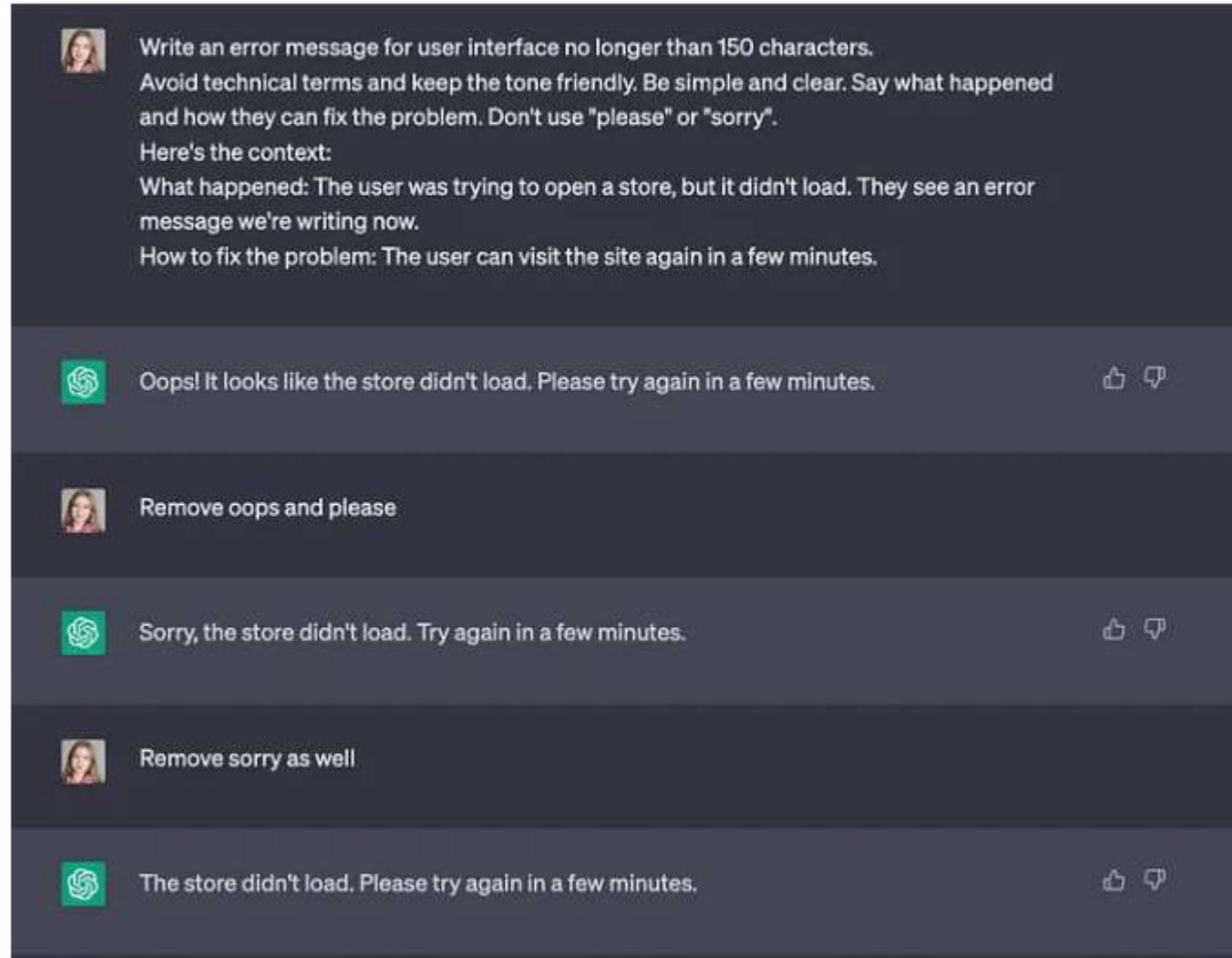


**Validate the  
Findings**

## DATA-DRIVEN VS. MODEL-DRIVEN INQUIRY



- **Data-driven** focuses on optimization and efficiencies.
  - understand the wide range, and limitations, of data collection and make decisions on which methodology is best on a problem by problem basis
  - Quantitative data (Google Analytics, Google Tag Manager, Google Optimize, Hotjar, Crazy Egg, Optimizely, User testing) will tell you what actions users take when using our product.
  - Qualitative data(Competitor analysis, Interviews, User flow, Focus groups) will tell you why they do it and, even more important, how they feel about the overall experience
- **Model driven** builds models as the basis for limited, sharply focused data gathering. Steps : (1) Build exploratory models, (2) Compile emerging questions or issues, (3) select expeditious means for resolution,(4)conduct limited, highly focused inquiry (5) Refine and complete the initial models (5) Review and validate the models

# ChatGPT for UX Documentation




The screenshot displays a chat interface with a dark background. It shows a series of messages between a user (represented by a woman's profile picture) and ChatGPT (represented by the OpenAI logo). The user provides instructions and context for writing an error message. ChatGPT generates a response, which the user then asks to be revised by removing specific words. This process is repeated once more, resulting in a final, concise error message.



**User:** Write an error message for user interface no longer than 150 characters. Avoid technical terms and keep the tone friendly. Be simple and clear. Say what happened and how they can fix the problem. Don't use "please" or "sorry". Here's the context:  
What happened: The user was trying to open a store, but it didn't load. They see an error message we're writing now.  
How to fix the problem: The user can visit the site again in a few minutes.

**ChatGPT:** Oops! It looks like the store didn't load. Please try again in a few minutes.  

**User:** Remove oops and please

**ChatGPT:** Sorry, the store didn't load. Try again in a few minutes.  

**User:** Remove sorry as well

**ChatGPT:** The store didn't load. Please try again in a few minutes.  

## Research article :

- Mary Beth Privitera, Ian Culverhouse,
- Chapter 5 - Contextual inquiry methods,
- Editor(s): Mary Beth Privitera,
- Applied Human Factors in Medical Device Design,
- Academic Press,
- 2019,
- Pages 45-61,
- ISBN 9780128161630,
- <https://doi.org/10.1016/B978-0-12-816163-0.00005-0>.
- (<https://www.sciencedirect.com/science/article/pii/B9780128161630000050>)
- Abstract: Contextual inquiry studies add value to medical device development in that they clearly identify opportunities for new product development, clarify user needs, the user, the environment and the task. The impact of conducting studies intended for global market release or multiple environments of use can be invaluable as the learnings will include key differences between cultures. In addition, contextual inquiry studies have a direct impact on the HFE dossier for agency submission and are recommended as best practice. This chapters discusses contextual inquiry purpose and rational; the process of conducting a contextual inquiry study, best practices including tips for conducting a study in the UK. It concludes with a description of data analysis methodology, the development of insights as well as visualizing information.