

Thursday, 22 January 2015

USER RESEARCH



Today's Plan and Objectives

Part 1: 9:00am – 10:15am

Homework Review.

Why/When User Research? (ProTip?)

Anthropological Grounding

Activity / Break: 10:15am – 10:45am

Part 2: 10:45am – 12:30pm

Methods – Asking or Watching

Quick Usefulness

Take-Home Review Points

Homework

Soo...

the reading:

3 adjectives

Soo...

your homework.

Sam's UX Pillars

Constraints are awesome.

Critique is not opinion.

All UX is knowledge based.

For every rule, there is a reason to break it.

You are not, and never will be,
your user.

Users are bad designers, but they know bad design.

Expect to be wrong, and embrace it.

It depends.

You are not your user.

So when and how do we study them?

Ask or Watch.

Most user research methods use some form of **empirical** research method from **anthropological** or sociological research.

Most methods are **modified** (hopefully with a **rationale** and not just because researchers were in a hurry or “knew better”).

Generally is breaks down into **asking** or **watching** (or both).

All user studies should be carefully designed, planned, and implemented if you want to be sure you are **not reinforcing assumptions, making guesses, or learning the wrong things**.

Ask or Watch.

Asking = interviews, surveys, questionnaires, etc.

Watching = ethnography

* Note: both are hard to do really well. Asking methods take long to teach, so we will do that next time. :)

Ethnography to HCI

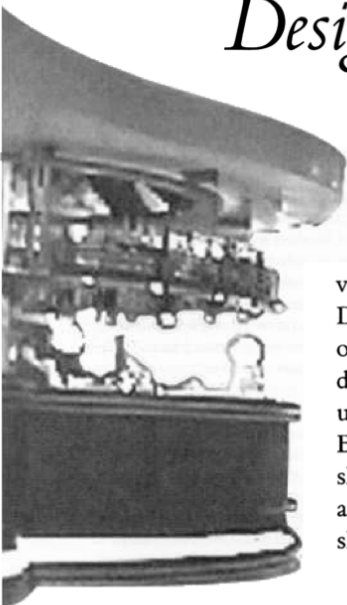
Ethnography is more than just this disciplinary container.

Anthropologists in technology took design out of the laboratory.

Now more than ever, we draw from anthropological traditions.


STRATEGY

Design Ethnography



LACKING OTHER criteria, we make judgments based on our own culture, values, and experience. The trouble is this narrow point of view isn't effective in the global marketplace. Design ethnography extends the cultural panorama. Illustrating this strategy and trying to decipher its implications for developing products and services, Tony Salvador, Genevieve Bell, and Ken Anderson ponder the relationships between the American family room and the Italian kitchen table, between food shopping and the importance of friendship.

*by Tony Salvador, Genevieve Bell
and Ken Anderson*



Anthropologists are legendary for their studies of exotic peoples around the world. The images linger in the public imagination: Margaret Mead playing with children in Manus; Colin Turnbull sleeping in a crowded leaf hut with the Mbuti pygmies; Clifford Geertz

culture—bringing tales of distant cultures and strange customs.¹ Now some of us are merchants in corporate settings—bringing tales of distant consumers and unfamiliar customs. We call ourselves design ethnographers. We are not, however, the same

Ethnography (*n.*)

An ethnographic account collected from field research, written, and published for others to read.

CHI 2010: HCI and the Developing World

April 10–15, 2010, Atlanta, GA, USA

Anthropology, Slums, Youth and the

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ABSTRACT

In this paper we present results from an anthropological study of everyday mobile internet adoption among teenagers in an income urban setting. We attempt to use this study to explore information about everyday ICT use may be relevant to development research even if it is largely dominated by entertainment uses. To understand how ICT tools are used, we need to study the spaces users inhabit, even if these spaces are dominated by mundane, non-instrumental and entertainment driven needs. The key here is for ICTD discourse to draw insights from anthropological studies (such as this one) to understand of what drives a specific user population to use technologies in particular ways. Clearly there is a link between context and use, and understanding this may be invaluable to development research. Adopting a narrow development technology use may miss the actual engagements and in strategies marginal populations use to instate technology in their everyday.

Categories and Subject Descriptors

H.5.m [Information Interfaces and Presentation] (e.g., Miscellaneous)

Deliberate

Susan

Georgia Institute of Technology
Atlanta, GA
{spwyche, marsh, thomas.s}

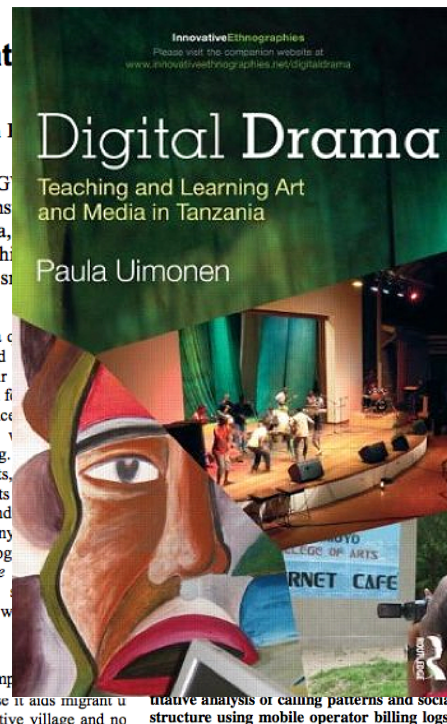
ABSTRACT

We present results from a study of professionals living and working in an urban setting who regularly use ICT in their work. We explore the contributions of this work to the field of HCI by providing empirical evidence of the challenges participants encountered in an infrastructure-poor setting. We discuss bandwidth, high costs, responsiveness, and threats to data security. Second, we use our findings to explore “access, anytime and anywhere” as a design of future technology. We discuss a vision called *deliberate interaction* and its purposeful interaction with technology. We discuss preparation—and discuss usage behavior.

Author Keywords

HCI4D, Kenya, urban computing

not only because it aids migrant workers in returning back to their native village and no



Technology

Gender, Socioeconomic and Mobile Phone Use in Rwanda

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they with operator mobile ed into parison popula- We find ; better an the rns of survey nces by to use a quan- nitive analysis of calling patterns and social network structure using mobile operator billing logs. By these measures, the difference between men and women

BBC, mobile phones are reaching the world's poor at an amazing rate.¹ Already, over two thirds of the world's mobile phones are in developing countries, and Nokia estimates that by 2012 over 90 percent of sub-Saharan Africa will have mobile coverage[1].

The potential impact of the mobile phone has not been lost on the research community. A wealth of recent ethnographic research has sought to characterize mobile phone use in the developing world, while a growing body of quantitative work attempts to estimate the impacts of these technologies on local and national economies [2][3]. A separate strain of research seeks to leverage this knowledge by building mobile-based technologies for deployment

Ethnography (v.)

A method of research; the business of “doing” ethnographic work in the field or to create an ethnography (n.)

The ‘Inner Game’ of Ethnography

STOKES JONES

Lodestar / SCAD / IIT Institute of Design

Ethnography's external outputs such as contextualized performance, the actual 'way' of practicing ethnography (which this paper will argue the time has come to re-embrace) and individual performance at the center of ethnographic practice. Discontent with the lost potential inherent in most embodied foundations of a more disciplined way for social research to remain relevant, practitioners must strive to embody the essential spirit of ethnography - understanding people. In the martial arts, Dō and Jutsu practiced by masters are identical. In the field of design research, we similarly balance understanding and application to deliver strategic outcomes. However, external factors push this practice to become more predictable and thereby threaten the balance. Using the analogy of Dō and Jutsu in the martial arts, we explore the challenges that strategic ethnography faces today.

We should have a great fewer disputes in signs of our ideas only, and not for things

VIVA ETHNOGRAPHY!

Ethnography has won its battle for legitimization. Research has been more widespread or the word ‘ethnography’ has freshly re-discovered “anthropologists in the supracultural methodology there can be little doubt ethnography is anthropology, ethnography has gone beyond it (Suchman, 2000) And it is a brand which is no longer a hot ticket item among corporate research buyers.

The Dō and Jutsu of Strategic Ethnography: Balancing the way and the art of understanding

LUCAS McCANN

CORIN LUDWIG

Design Concepts

MATT MULLINS

Independent Journalist

In Japan, martial arts emerged from a long period of violence. Once warring ceased, philosophical practices formed on this foundation of efficacy. These martial arts are called by names ending in -jutsu (“technique”) and -dō (“way”), respectively. From ethnography’s rich tradition of understanding grew the practical art of understanding as a means to an end. But strip portions of the practice from the way, and problems sprout. For social research to remain relevant, practitioners must strive to embody the essential spirit of ethnography - understanding people. In the martial arts, Dō and Jutsu practiced by masters are identical. In the field of design research, we similarly balance understanding and application to deliver strategic outcomes. However, external factors push this practice to become more predictable and thereby threaten the balance. Using the analogy of Dō and Jutsu in the martial arts, we explore the challenges that strategic ethnography faces today.

INTRODUCTION

This is a watershed moment for design research, for design strategy, and for ethnography. As a community of practice, we’ve recently experienced great success and have been able to change, to some extent, how humanity as a whole addresses problems. But what’s next for us? In recent discourse among practitioners, there seems to be an air of unease- how do we define what we do? More importantly, how do we do it better?

To this end, we have set out to define the *Way* of ethnography. However, the *Way* of ethnography has a hidden corollary- the *Art* of ethnography. The interplay between these aspects of mastery is our focus, discussed using the concepts of *Dō* and *Jutsu* as embodied by classical Japanese martial arts. Loosely interpreted, Dō is the way of a particular practice and Jutsu is the set techniques used in that

Let's bring this back to Earth ...

Quick Usefulness

Know when to do it yourself.

Take Homes, What are they?

Homework Review

Why/When User Research? (ProTip?)

Activity

Anthropological Grounding

Methods – Asking or Watching

Homework

Real Ethnography

Deliverables:

Jottings, Field Artifacts

Digested/Synthesized Field Notes

Reading.

Salvador – Design Ethnography

Ask me questions!