
CONTEXTUAL DESIGN WORK MODELS

Objectives

- ◆ Contextual Inquiry
- ◆ Work Models
 - **Work flow model**
 - **Sequence model**
 - **Artifact model**
 - **Cultural model**
 - **Physical model**
- Interpretation Session

Contextual Inquiry

The core premise of Contextual Inquiry:

- ◆ go where the customer works, observe the customer as he or she works, and talk to the customer about the work.
- ◆ gain a better understanding of your customer

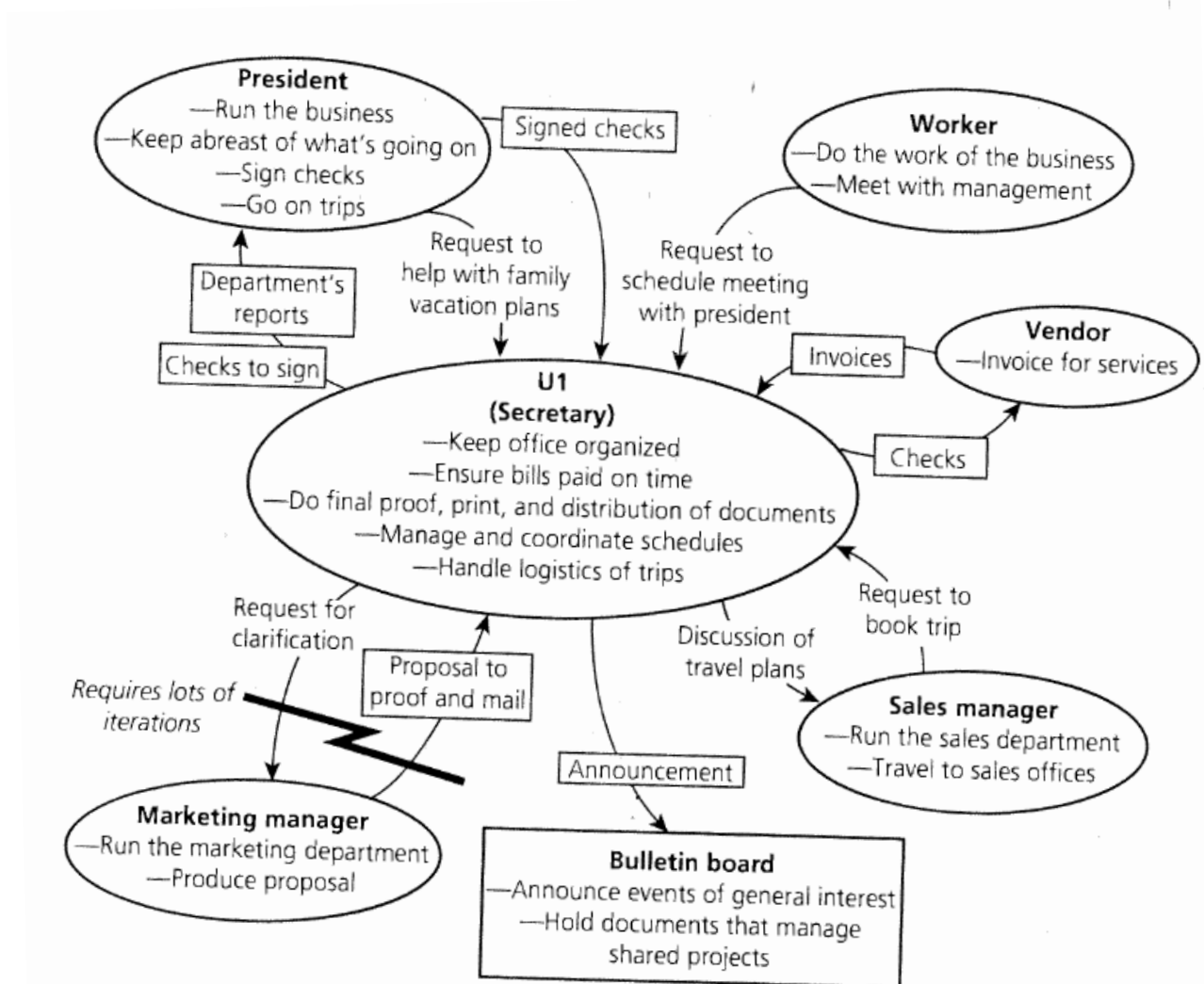
Contextual Design: Work Modeling

- **Work flow model:** the people, communication and co-ordination
- **Sequence model:** detailed work steps to achieve a goal
- **Artifact model:** the physical ‘things’ created to do the work
- **Cultural model:** constraints on the system from organizational culture
- **Physical model:** physical structure of the work, e.g. office layout

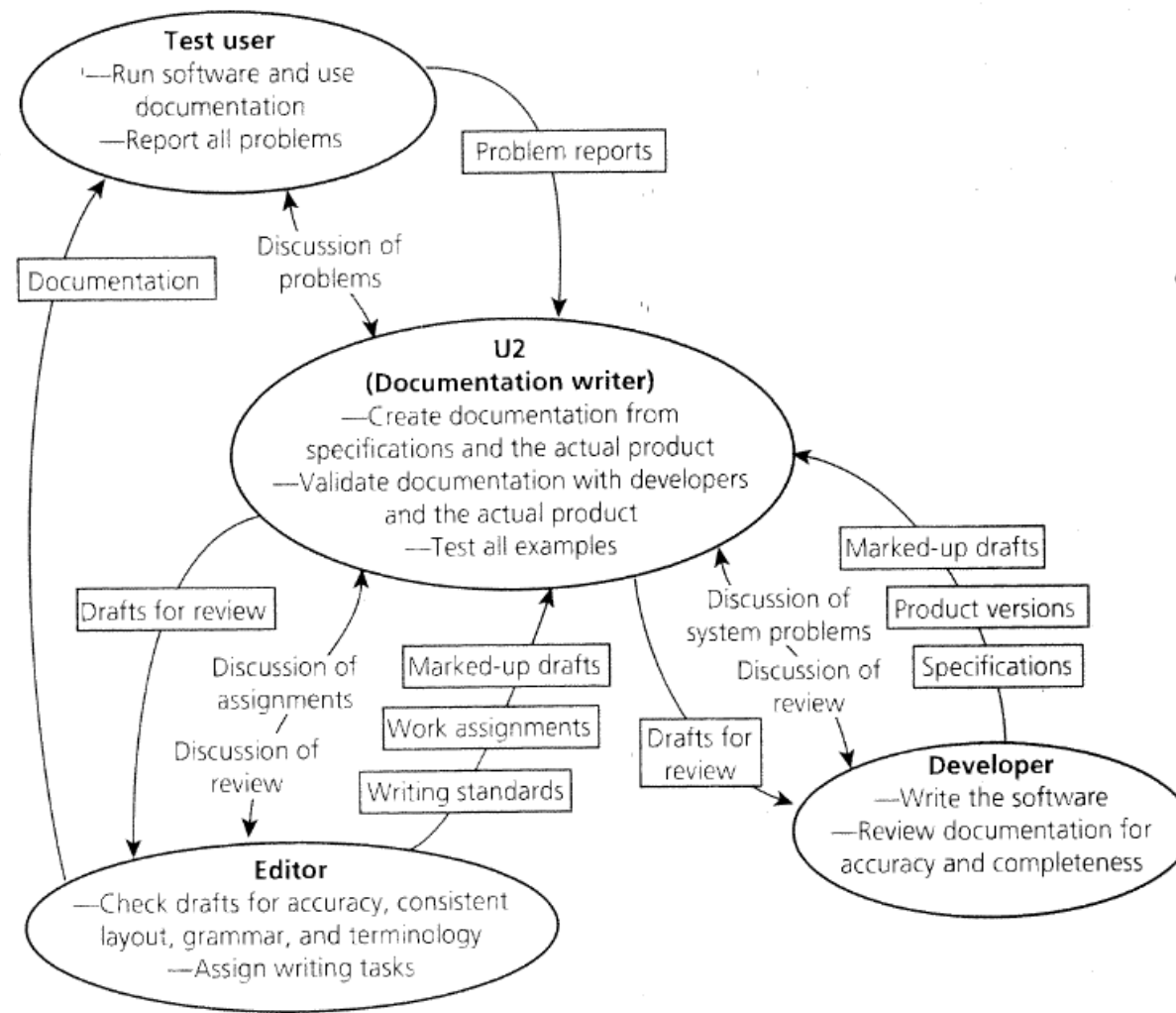
Flow model

- ◆ **Individuals**, who are involved
- ◆ **Responsibilities** belonging to each individual
- ◆ Groups of people with the same responsibilities
- ◆ **Flow**, how people communicate to get the work done
- ◆ **Artefacts** – the “things” that are processed or support the work
- ◆ The communication topic or action
- ◆ **Places**
- ◆ **Breakdowns** – problems in communication and coordination

Flow Model: Secretary



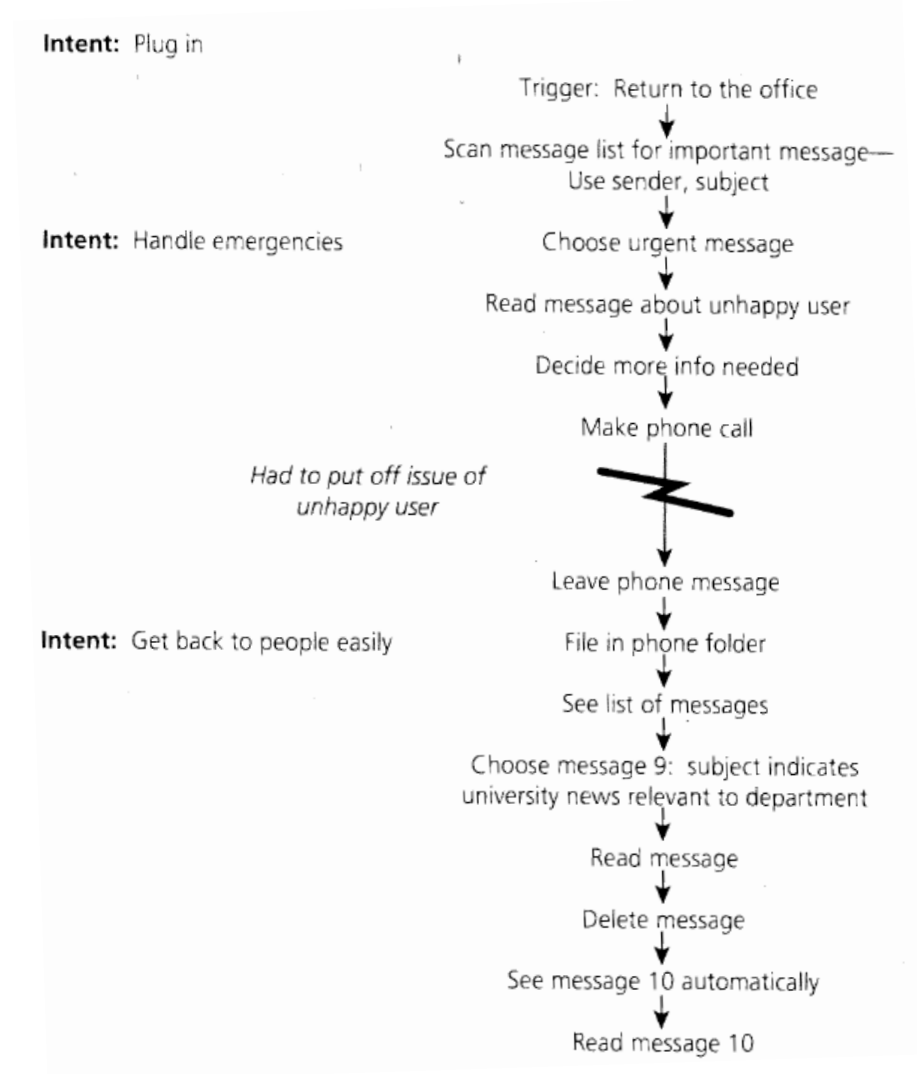
Flow Model: Documentation Writer



Sequence model

- ◆ **The intent** (or purpose)
- ◆ The **trigger** that causes the sequence of actions, e.g.
Why the sequence action is taken
- ◆ A series of **steps**
- ◆ Any **breakdowns** or problems

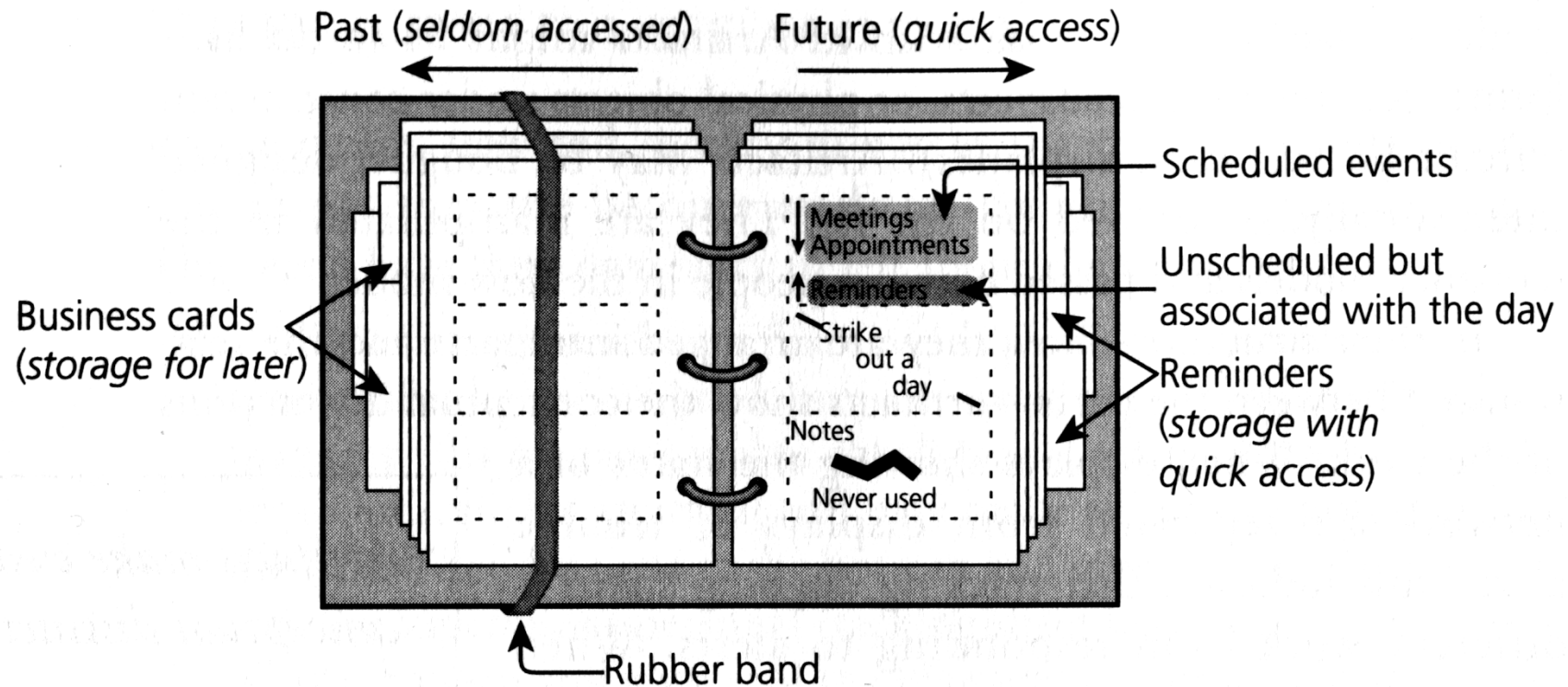
Sequence Model: E-mail Triage



Artifact model

- ◆ **Information** presented by the subject such as the content of a form
- ◆ **Parts** of the object, which are distinct in usage
- ◆ **Structure** of the parts
- ◆ **Annotations**, which indicate the informal usage of the object
- ◆ **Presentation** of the object
- ◆ **Additional conceptual distinctions** that are reflected in an artifact that matter in its use.
- ◆ **Usage** of the artifact
- ◆ **Breakdowns** or problems

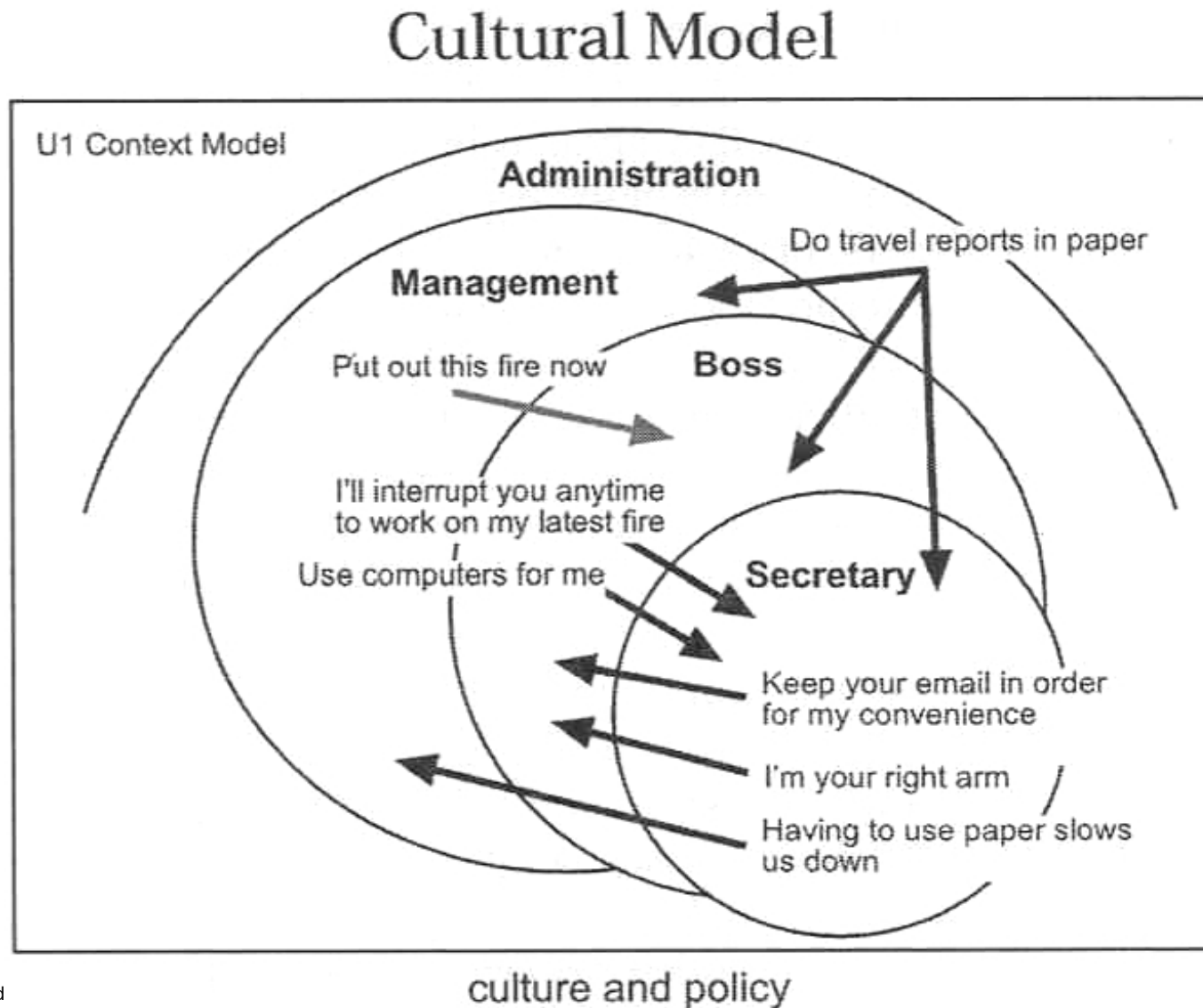
Artifact Model: Personal Calendar



Cultural model

- ◆ **Influencers**, shown as circles.
- ◆ **The extent of the influence**, illustrated by the size of the circles
- ◆ **The influence**, shown as an arrow pointing from one influence to another, and described in text.
- ◆ **Breakdowns** in cultural influence, shown as a red lightning bolt and annotated as necessary

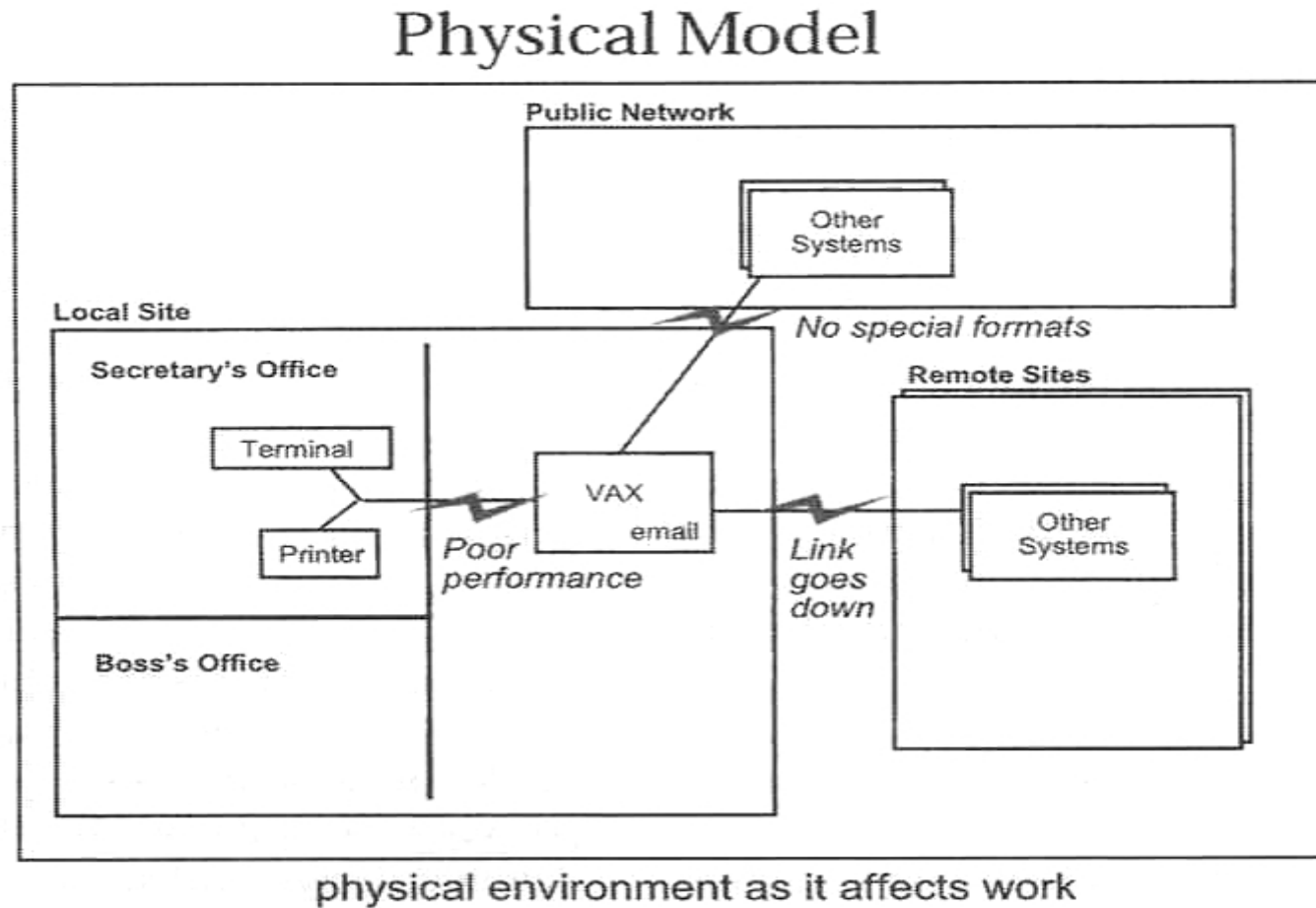
Cultural Model



Physical model

- ◆ A representation of where the work takes place
 - The **physical structures** of the workplace
 - **Movement** within the workplace
 - **Communications and computer technologies and networks**
 - The location of key **artefacts**
 - The layout of the workplace
 - **Breakdowns**

Physical Model



The team **Interpretation Session**

- ◆ Better Data
- ◆ Creates Written Record
- ◆ Effective Cross-Function Cooperation
- ◆ Multiple Perspectives
- ◆ Development of a Shared Perspective
- ◆ True Involvement In The Data
- ◆ Better Use of Time

Running an Interpretation Session

- ◆ Assign Roles:
 - The Interviewer
 - Work Modelers
 - The Recorder
 - The Moderator
 - Rat Hole Watcher
 - Participants