Contextual Inquiry practicalities
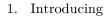
Focus:
- A customer creation process in the current ERP system is not highly optimized and especially the contact information input actions could be improved significantly.
  1. How the customer creation process can be expedited?
  2. How the number of errors can be minimized?
  3. How editing the customer details can be made easier?

Inquiry Design:
- The subscriber company wants to create a new ERP system. The whole work process (from the need of creating a new customer or editing it emerges, until the Save button has been pressed) needs to be examined in order to enhance the customer creation and contact information input processes.
- The inquiry needs to aim into a more straightforward and partly automated process implementation.

Inquiry in practice:
1. Introducing
   - Ask background and demographic information
   - Make the focus clear for the user
   - Ask permission to record
   - Introduce the method and master-apprentice approach

   The conventional interview. Duration approximately 15 minutes.

2. Stating the rules
   - Set rules
     - User works
     - Interviewer interrupts

   The transition. Duration approximately 30 seconds.

3. Interviewing
   - Observe, interpret, ask questions, suggest interpretations, analyze artifacts and write notes
   - Recall principles of context, partnership, interpretations and focus as guidelines

   The contextual interview proper. Duration approximately 60 minutes.

4. Summarizing
   - Summarize interview and relevant occurrences
   - Ask for corrections
   - Ensure thorough understanding

   The wrap-up. Duration approximately 15 minutes.