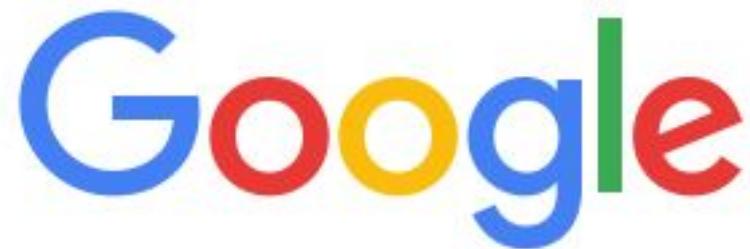


# Ethnographic Studies: Another UX research approach.

by **Jordan Deja**

UXPH June Meetup | 06 29 2019 | @jrdndj



cramming professor meme

Google Search

I'm Feeling Lucky

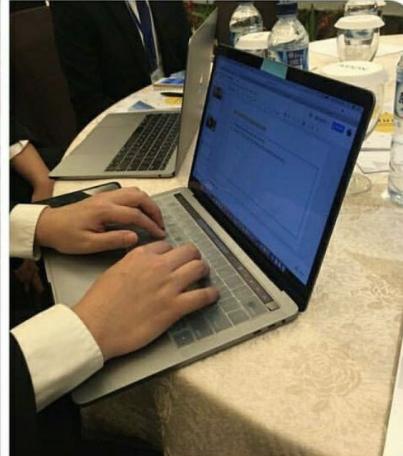
Google offered in: [Filipino](#) [Cebuano](#)



Blaise Cruz  
@finelined\_

▼

If you think you're good at cramming,  
my prof makes his slides and prepares  
his presentation for an international  
conference IN THE CONFERENCE  
ITSELF





so hi!  
**I'm Jordan,**  
.. a computer scientist.

In one of the academic  
conferences I attended (in Bali),  
we had a cultural tour where we  
did this thing called an  
Ethnographic Study.

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# CHiuXiD 2019

5<sup>th</sup> International ACM In-Cooperation HCI and UX Conference

Bali, Jakarta, Surabaya | 1 - 9 April 2019

**"Empowering Digital Transformation"**































### INCENSE BASKET

- Bamboo
- for ceremony



Buildings each have

#### PURPOSE

- kitchen
- ceremonies/rituals
- ~~bedroom~~
- ~~living room~~

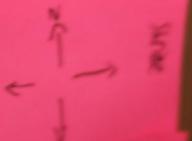


### Grand father mask

Made from bamboo



### Big temple



Female visitors  
will wear hats



### INCENSE BASKET

- BAMBOO
- SCULPTED

Buildings don't have  
pillars  
- Pillars  
- Interconnecting  
- Porticos  
- Thick walls

Grandfather neck  
made from wood

### No Roof



People hidden  
will not want  
to see  
people coming  
inside

Rishabhgram (1987)  
God of: People who  
do well  
monks monk plants  
monk (1987)  
- human (with, 1987)



### CHINESE

with incense

all robbery  
are separated  
with a purpose

### carving of face

from bamboo at  
Korean culture  
after carving of  
grandfather of  
people by grandfather

temples facing  
Shrine

west

### layout similar to?

- government made?
- business culture?
- Central Street
- tree buildings

building temple  
with sense of  
Shrine shrines  
you have to  
leave

body god  
temple  
temple  
temple

religion is true  
temple  
temple  
temple  
language for



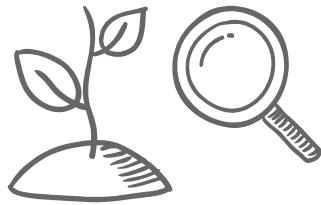
The Philippines is a  
**culturally-rich**  
country as well..

..with many tribes, villages,  
Indigenous groups and living  
treasures.



How might we use ethnographic studies done locally...

- To help in policy? (esp the Lumads)
- To design digital solutions that will help them cope with the new era?
- To use technology to help preserve their culture? Uphold tradition?



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