

# Ethnography

- ❖ Ethnography is a **design research method**.
- ❖ It goes into the cultural aspects of the people who will be the users of a product or service.
- ❖ Ethnography comes from the social sciences, the **study of a culture**.
- ❖ Often referred to as **Field Studies** because it's research done 'in the field'.

“Successful adoption of products (physical or digital) relies heavily on an individual’s ability to judge appropriateness, usefulness and ease-of-use.

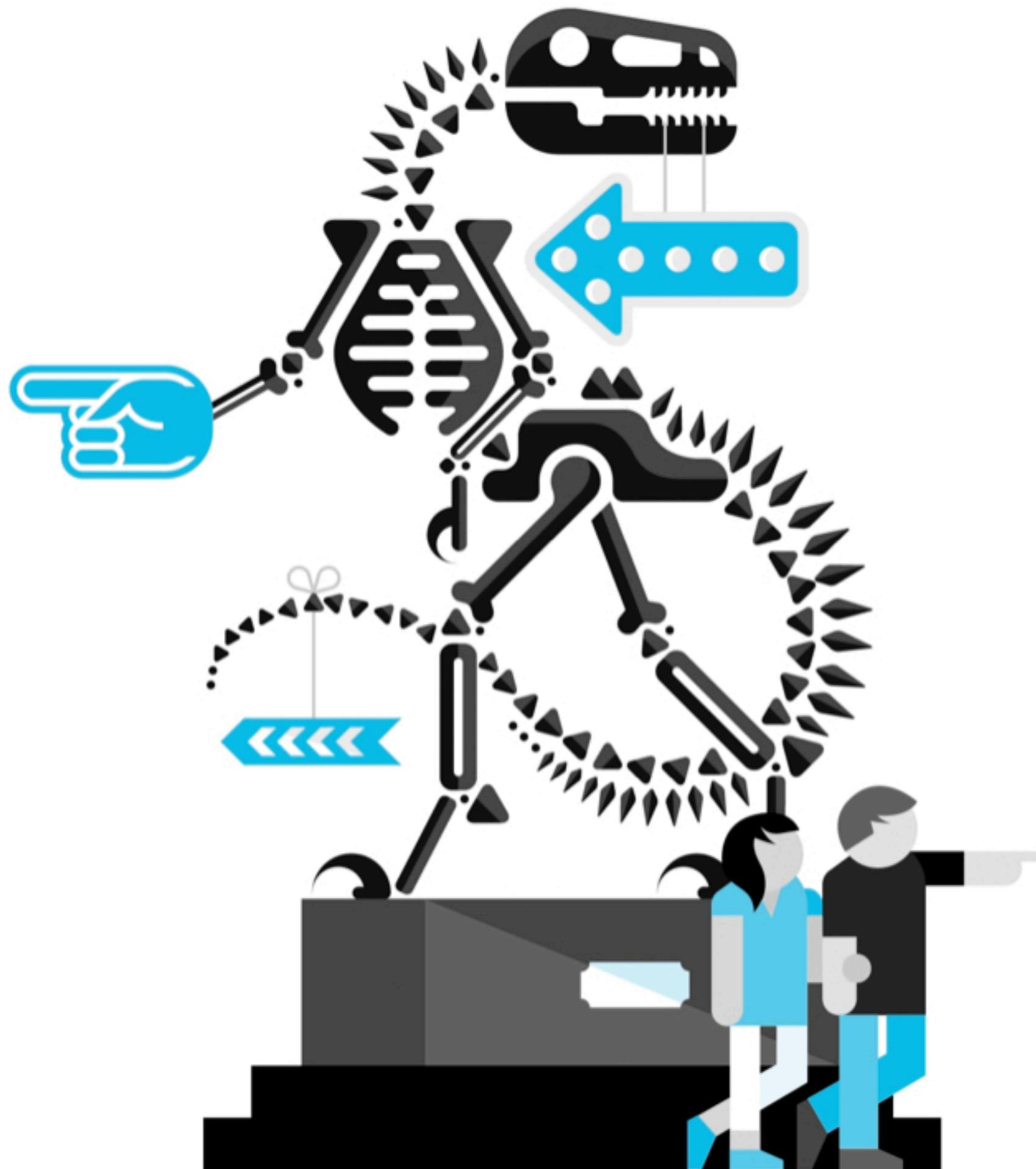
Ethnography refers to a suite of qualitative research methodologies such as participant observation, interviews, questionnaires, etc. as well as the interpretive output of that research.”

*–John Payne*

- ❖ The term **culture** in the design field can be used in a variety of ways. There are general terms used such as pop culture, hip hop culture, youth culture, mainstream culture.
- ❖ Often designers will study the specific culture of a **client**, such as banking culture, office culture, factory workplace culture.
- ❖ Designing an app for bankers would require a designer to **understand** the work culture of bankers as part of the design process.



# CASE STUDY



[bit.ly/visual-design-boulton](https://bit.ly/visual-design-boulton)

“~~Graphic~~ designers don’t make things pretty.  
~~Graphic~~ designers solve problems. They work with  
research, they analyze and watch, they test and  
iterate, they tell stories.”

—Mark Boulton

“Graphic design is as much about use as it is about look. The semantics of the title of the craft—the *graphic* in graphic design—hide the true pursuit of the craft. It’s not about graphics. It’s not about shapes and moving them in two-dimensional space until someone (usually the designer) deems them to be beautiful. It’s not about making things pretty..”

—Mark Boulton

# **DIRECT OBSERVATION**



# **FOUR MAIN PRINCIPLES OF ETHNOGRAPHY**



# NATURAL SETTINGS



**HOLISM**

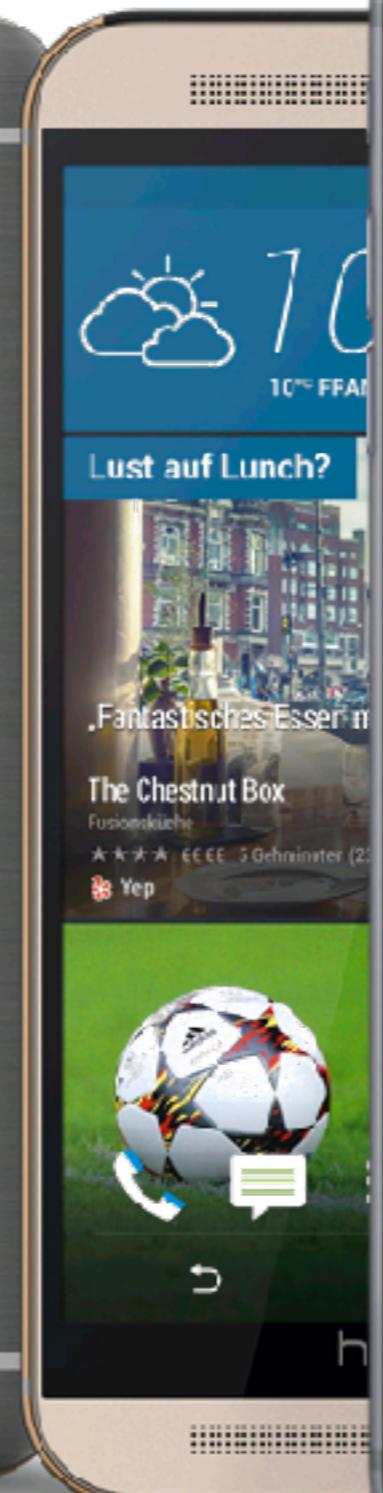
A photograph of a diverse group of nine people standing in a line against a white background. They are separated by black stanchions with red retractable belts. The group consists of four women and five men, dressed in various casual and semi-casual attire.

Descriptive

# DESCRIPTIVE

# **POINT OF VIEW**



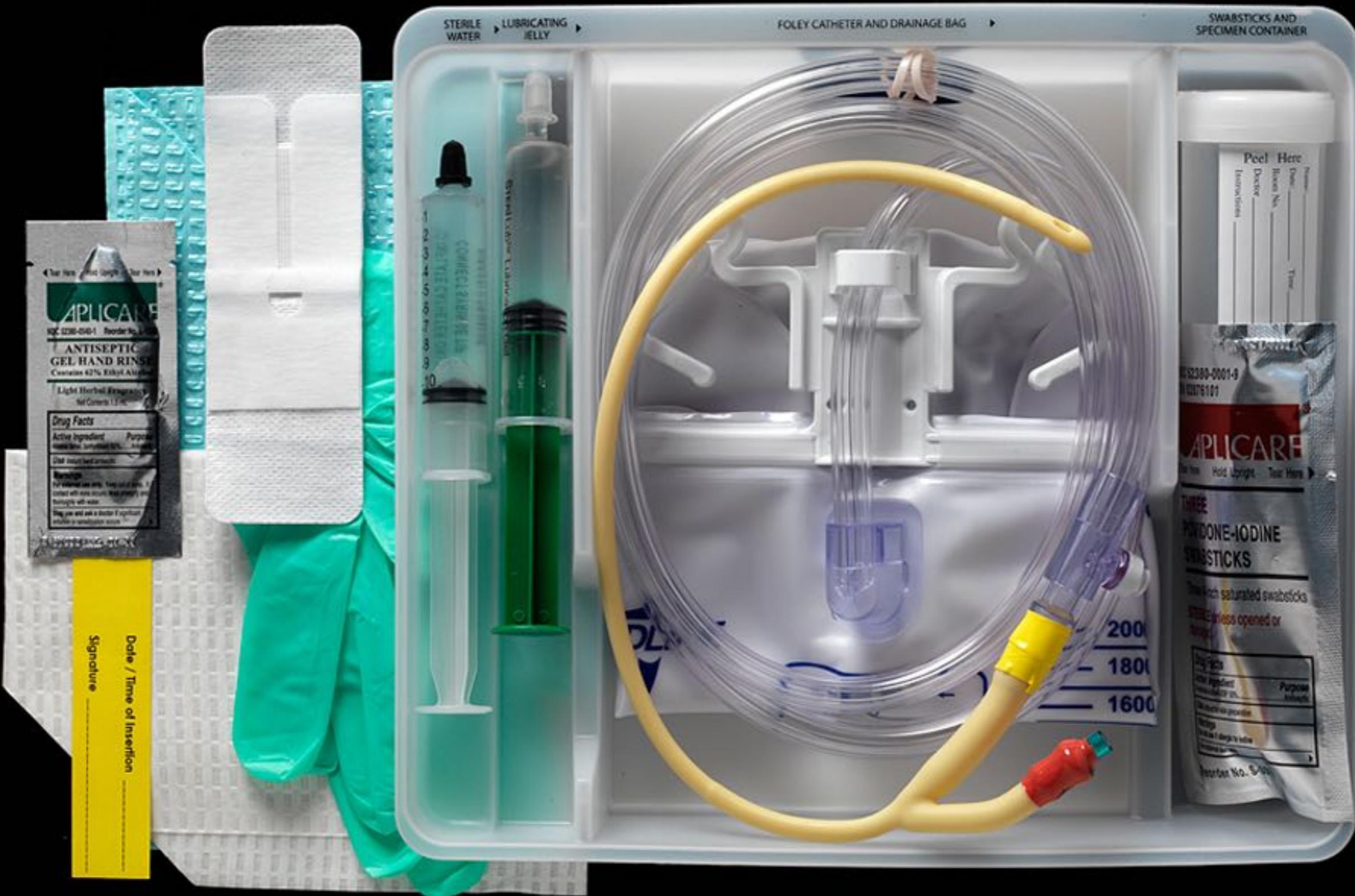




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