

# 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.

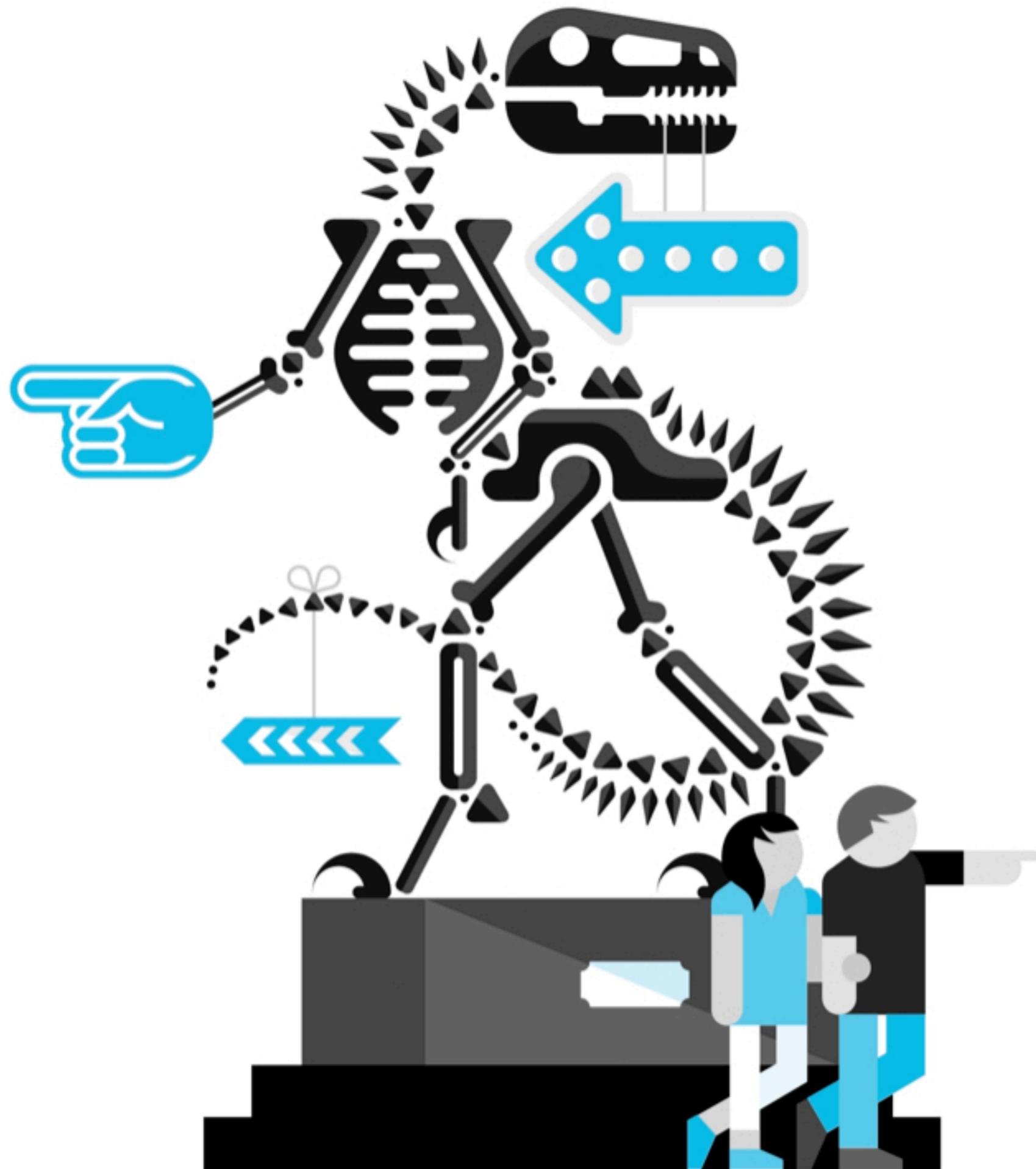
Ethnography refers to a suite of qualitative research methodologies such as participant observation, interviews, questionnaires, etc. as well as the interpretive output of that research.”

*–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*

# DIRECT OBSERVATION



# **FOUR MAIN PRINCIPLES OF ETHNOGRAPHY**



# NATURAL SETTINGS



# HOLISM

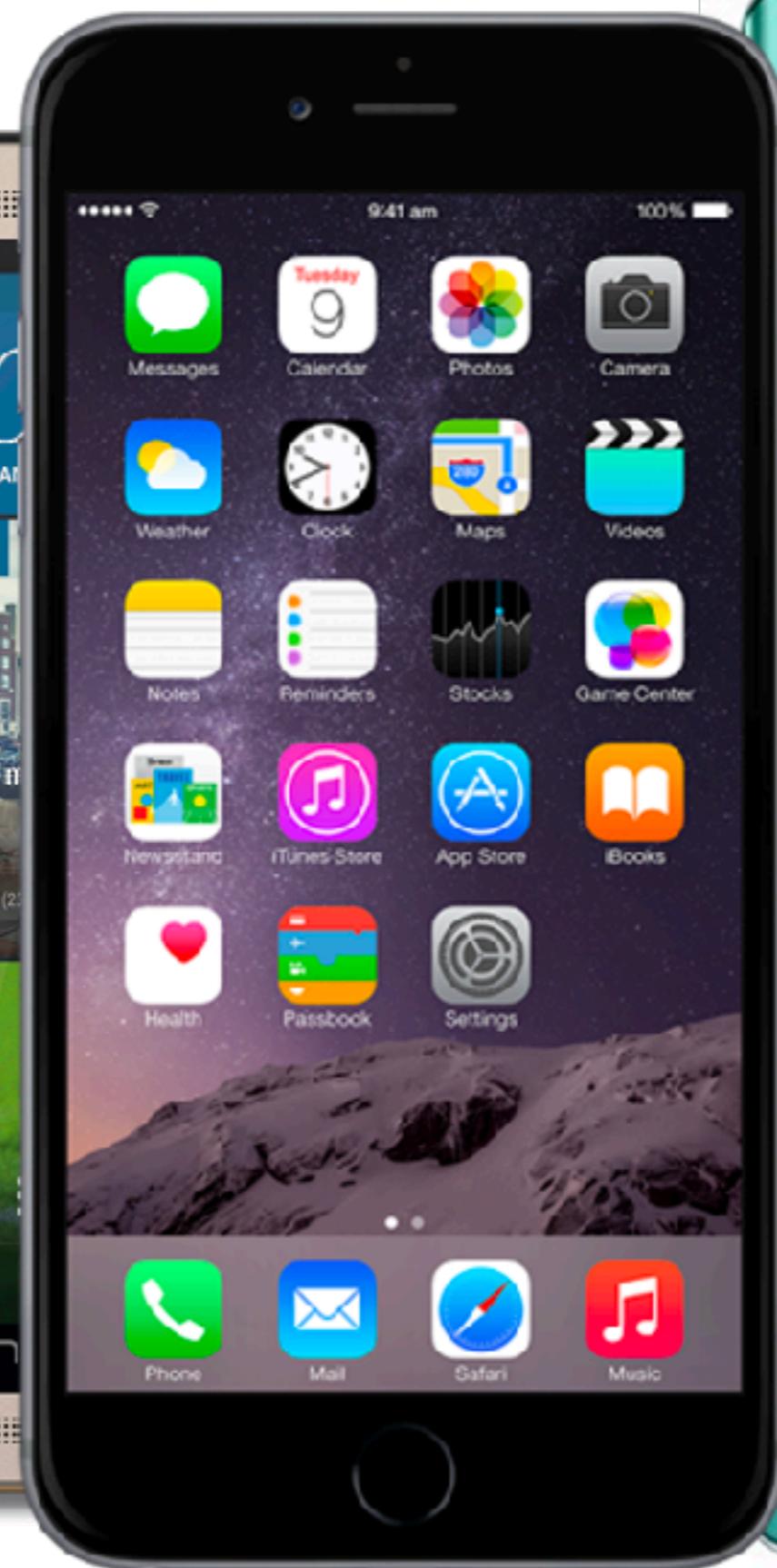
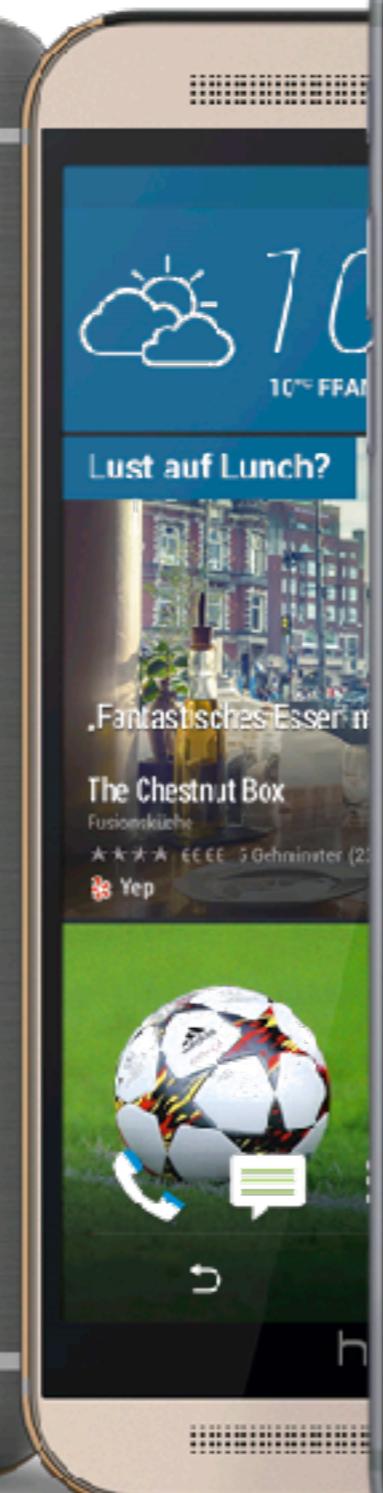
A photograph of a diverse group of nine people standing in a line against a white background. They are separated by black stanchions with red retractable belts. The group consists of four women and five men, dressed in various casual to semi-formal attire. The word "Descriptive" is overlaid in a light gray font on the left side of the image.

Descriptive

# DESCRIPTIVE

# POINT OF VIEW







<http://nyti.ms/2Dy6GOi>

