Human-Computer Interaction

CPSC 481 - Spring 2019

LOOK

Adapted from Tony Tang

IDEO Method Cards

LOOK at what people really do

FLY ON THE WALL

A DAY IN THE LIFE

SHADOWING

PERSONAL INVENTORY

Rapid Ethnography

HOW: Spend as much time as you can with people relevant to the design topic. Establish their trust in order to visit and/or participate in their natural habitat and witness specific activities.

WHY: This is a good way to achieve a deep firsthand understanding of habits, rituals, natural language, and meanings around relevant activities and artifacts.

In exploring opportunities for internet-enabled devices, an IDEO team spent time with families from different ethnic, economic, and educational backgrounds to learn about their daily patterns.

Fly on the Wall

HOW: Observe and record behavior within its context, without interfering with people's activities.

WHY: It is useful to see what people actually do within real contexts and time frames, rather than accept what they say they did after the fact.

By spending time in an operating room, IDEO designers witnessed the regard with which the surgeons treated a transplant organ and incorporated these ideas into the transport box they were designing.
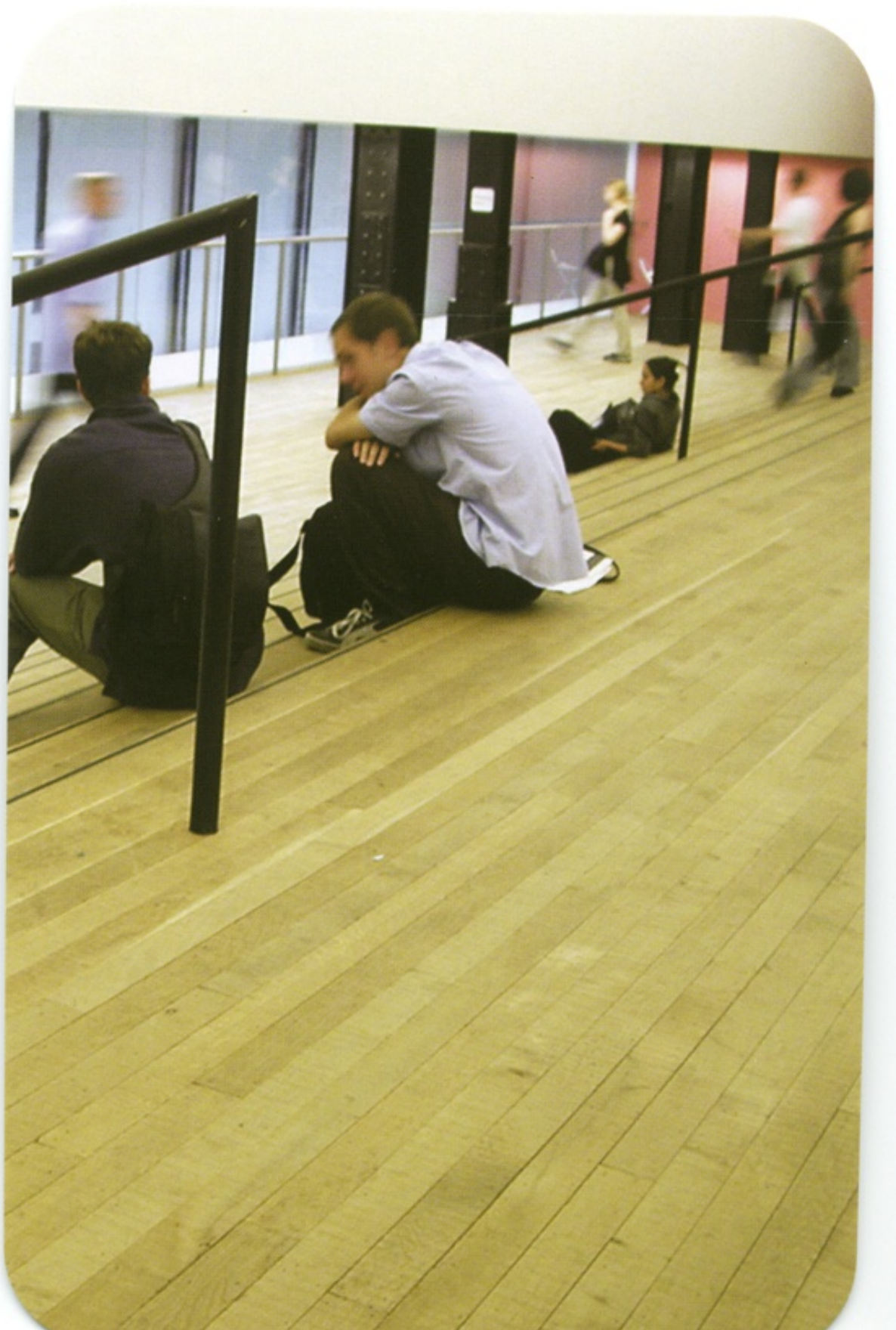
Designing a mop/dustpan

- It's important to know what people do so that you don't inadvertently bust something/ take something away that they expected to do.

Time-Lapse Video

HOW: Set up a time-lapse camera to record movements in a space over an extended period of time.

WHY: Useful for providing an objective, longitudinal view of activity within a context.

The IDEO team recorded the activity of museum visitors over several days to learn how to improve space layout.

Behavioral Archaeology

HOW: Look for the evidence of people's activities inherent in the placement, wear patterns, and organization of places and things.

WHY: This reveals how artifacts and environments figure in people's lives, highlighting aspects of their lifestyle, habits, priorities and values.

Noting that people efficiently organized multiple work tasks by stacking paper all over their desk surfaces, IDEO invented a brand-new system furniture element to support this.

What to pay attention to

- Key features

    - Space

    - Actors

    - Activities

    - Objects

    - Workarounds

    - Acts

    - Events/triggers

    - Time

    - Goals

    - Feelings

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- Questions

  - How is the physical space adapted to the task?

  - What are the key constraints on the task?

  - Where are decisions made?

Assume you are wrong!

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Go and figure out in what ways,
and how much you're wrong.

Acknowledgements

- Tony Tang

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- Ehud Sharlin

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Course information

- Website

  - GitHub Pages https://silvadasilva.github.io/CPSC481-2019S/

- Communications

  - Slack https://cpsc481-2019s.slack.com/

- Readings and Slides

  - Posted online at the main website