Contextual Design

- As defined in the Contextual Design process of Karen Holtzblatt and Hugh Beyer of InContext Enterprises

Contextual Design

- Interview – observing users in context
- Interpretation session – modeling work
- Affinity diagrams – patterns in the work
- Consolidating – patterns across users
- Brainstorming – creating a vision
- Storyboarding – making the vision real
- User Environment Design – work focus areas
- Paper prototyping – testing the UED

Interpretation Session

- Structured meeting for a single interview
- Team hears, models, and responds
- Interpret as a group – all team members
- Multiple perspectives – shared perspective
- Do within 48 hours of the interview
- 4-6 people in each session

Notes for Later Affinity

- Interpretations of events
- Use of artifacts
- Characteristics or strategies of the work
- Breakdowns in the work
- Influences from the cultural model
- Questions for future interviews
- Insightful customer quotes

Work Models

- Flow – communication and coordination
- Cultural – climate and influences
- Sequence – steps to complete a task
- Artifact – structure and strategies of work
- Physical – location of people and things
Flow
- Individuals or groups doing the work
- Responsibilities of individuals or roles
- Flow of communication between people
- Communication topic or action of work
- Places and artifacts supporting communication
- Breakdowns in communication or work

Cultural
- Influencers who affect or constrain work
- Extent of the influence on work
- Direction and strength of influence
- Breakdowns interfering with work
- Standards, policies, power, values
- Identity, emotions, style, preferences

Sequence
- Intent of the sequence of tasks
- Trigger that causes the sequence to begin
- Steps in the sequence
- Loops, branching in the sequence
- Breakdowns in completion of the sequence

Artifacts
- Information presented
- Parts that suggest how it is used
- Structure of those parts
- Annotations showing information usage
- Presentation of font, color, layout, emphasis
- When created, how used and by who
- Breakdowns – problems using the artifact

Physical
- Places where work happens
- Structures that define and limit work
- Usage and movement in the spaces
- Hardware and other tools
- Layout of places
- Breakdowns - what interferes with work

Contextual Interview
Interpretation – Class Exercise
- Divide into groups of four to six
- Identify person with good notes on interview
- Assign other roles for session
- Record important data
- Create work models
<table>
<thead>
<tr>
<th>Affinity Diagrams</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Inductive process for rethinking paradigm</td>
</tr>
<tr>
<td>- Done by the whole team together</td>
</tr>
<tr>
<td>- Put notes on the wall one at a time</td>
</tr>
<tr>
<td>- Group notes addressing the same issue</td>
</tr>
<tr>
<td>- Move notes into groups of 4-6</td>
</tr>
<tr>
<td>- Add notes defining groups</td>
</tr>
<tr>
<td>- Group the groups and add notes defining these</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consolidating Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Collect models of a type and look at together</td>
</tr>
<tr>
<td>- Synthesize primary elements into single model</td>
</tr>
<tr>
<td>- Similar usage, purpose, meaning</td>
</tr>
<tr>
<td>- Look for repeating patterns</td>
</tr>
<tr>
<td>- Include key differences, don’t lose details</td>
</tr>
<tr>
<td>- Identify roles, group influencers, influences</td>
</tr>
<tr>
<td>- Primary activities, abstract steps</td>
</tr>
</tbody>
</table>