Tactical
Professor’s name + background
Course co-participants names + background
Select appropriate research techniques
Skillfully execute research techniques
Write and package project plans
Confidently present project plans

Conceptual
Cultural anthropology
The ethics of design innovation
Ethnographic research
Why designers need skillful and systematic research methodologies

Today’s learning intentions
Co-participants’ backgrounds
Key concepts
Anthropology
The purpose of Anthropology is to connect people to evolving ideas of what it means to be human by translating skillful inquiry into useful knowledge that creates positive human experiences.
### At the interface of design

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td>01</td>
<td>Grounding in the human enterprise</td>
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<tr>
<td>02</td>
<td>Focus on the everyday as well as the “grand” events</td>
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<td>03</td>
<td>Temporal scale of millenium to “recent past/near future”</td>
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<td>04</td>
<td>Situatedness of knowledge, yet desire for holism</td>
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<td>05</td>
<td>Empathetic towards the multiplicity of modalities</td>
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<td>06</td>
<td>Has documented and described for over 150 years the processes and artifacts of human creativity</td>
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*Anthropology _specific equipment*
Complexity
multidisciplinary holistic approach

Unless otherwise noted, the ideas and concepts illustrated on this website are the sole intellectual property of The Moderns.
Complexity _production

Complexity _consumption

This iPod must be broken. I don’t feel any cooler.

Complexity _representation

Complexity _ identity

Ethnography
Ethnography is a philosophical orientation that says that knowledge about people’s experiences should be represented from the modalities of the people studied.
The CIA does excellent “observation” but it is NOT ethnography. Journalists do excellent interviewing, but it is NOT ethnography.

And even if you spend a year in someone’s home observing their daily behaviors and rituals, yet still model their behaviors based on a marketing purchase cycle (acquisition, conversion, retention); it is NOT ethnography.
By ethos I refer to that space of practice at the interface of ethics and culture.
“The design process is the preparation and moulding of all actions while keeping in sight its anticipated and desired outcome.”

-- Victor Papanek

NPD - expansion of design contexts
NPD _process + research intentions
Technique
Is there a significant problem there?

Do you have the means and imagination to solve the problem?

Technique _planning and recruiting
What activities are included?
Understand the client’s problem
Define what need to know and from whom
Recruit the right people [sampling]

How much time does it take?
Minimal of two weeks to allow participates time to schedule research

What are the main tools?
Research plan
Technique _data collection
Think
User’s attitudes and perceptions

Use
User’s objects and tools

Do
User’s behaviors (routine) and actions (spontaneous)
Helps define/ refines your assumptions (hypothesis) by grounding them in what others have done before. Optimally done when using:

- Vetted sources (Google is not vetted)
- Variety of types of data sources (qualitative, quantitative, expert opinion, lay opinion)
- Client’s existing data
Interviews include both dialogues and activities that seek to learn how people understand their experiences and interact with objects. Key attributes of optimum interviewing are:

- A focus on general issues
- Conducted “one-to-two”
- Made up of open-ended questions
- Done in context
- Best complemented with interactive exercises

Other kinds of interviews include expert, phone, and network interviews.
Technique _in-context interview
Observation is watching people in action in order to learn about their routine behaviors and interactions with objects. Optimized observations consist of:

- A focus on specific activities, but an awareness of other interactions
- Some asking of clarifying questions to ground the behavior in user intent
- Done in context
- The capturing of images through still or video digital cameras

Observation activities include specific user shadowing, anonymous field observation, and hanging camera.

**Observations** _people actually do and use_
Technique_field observations
Self-documentation techniques allow participants to frame their experience in their own words and images. Key attributes of good self-documentation research are:

- A focus on processes of long duration and high frequency
- Made up of open-ended questions
- Users express themselves in “native” language
- Images include photographs, collages, and physical objects

Visual journals and video diaries are two popular self-documentary techniques.
Visual story is a self-documentary technique that allows participants to frame their experience in response to a protocol.

Participants are given disposable cameras and asked to capture aspects of an experience on film and annotate each photo in a logbook.
Visual story _native words + images_
Visual story_processes
Visual story _emotional impressions

Color:
What colors do you most associate with Puerto Rico? Why?

Red, white & Blue because of our flag. But bright colors as well that represent the island atmosphere.
Visual story_digital blogs
<table>
<thead>
<tr>
<th>Time</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Low</td>
<td>Low</td>
<td>Phone interview</td>
<td></td>
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<tr>
<td></td>
<td>Medium</td>
<td>Network interview</td>
<td>Visual journal</td>
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<tr>
<td>Medium</td>
<td>Medium</td>
<td>Field observation</td>
<td>In-context Interview</td>
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<td></td>
<td>High</td>
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<td>Video diary</td>
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<tr>
<td>High</td>
<td>Medium</td>
<td>Shadowing</td>
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<tr>
<td></td>
<td>High</td>
<td>Camera hanging</td>
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</tbody>
</table>

**Technique impacted by time and budget**
Discover

Phone interview
Network interview
Field observation
Camera hanging

Define

In-context interview
Visual journal
Shadowing
Video diary

Technique impacted by design phase
How we gathered the data

- Context research
- 8 video diaries
- 11 visual stories
- 3 in-context interviews

Technique _used in combination