CSE 440: Introduction to HCI
User Interface Design, Prototyping, and Evaluation

Lecture 03:
Contextual Inquiry & Design Research

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Tuesday / Thursday
10:30 to 11:50
Project Status and Assignments

Proposals to be “Funded” and Posted for Bidding
    Bidding Tomorrow, Team Formation Thursday

Looking Forward
    Ideation on Friday in Section
    2b: Design Research Plan due Tuesday 1/17
    2c: Design Research Check-In due Friday 1/20
    2d: Design Research Review due Tuesday 1/24

Other Assignments
    Assignment 0 Due Today
    Reading 1 Posted, Due Friday
Amazing Color Changing Card Trick

The colour changing card trick
Why did I show you that?
Why did I show you that?

If we are focusing on the wrong thing, we can completely miss other important things.

Our assumptions and pre-conceptions play a huge role in how we focus our attention.

Today is about this danger when understanding the context for which you design technology.
“You Are Not the Customer”

Seems obvious, but…

- You have different experiences
- You have different terminology
- You have different ways of looking at the world

Easy to think of self as typical

Easy to make mistaken assumptions
Today

Ethnography
Contextual Inquiry
Additional Methods
Ethnography

Emerged in 1920s as a new anthropology method, exploring why groups think and act as they do.

Learn local language, record myths, customs, and ceremonies in much greater detail than prior work.

You will likely never perform an ethnography.
Ethnography

Traditional science attempts to understand a group or individual objectively

Understand the subject of study from the outside in a way that can be explained to “anyone”

Ethnography attempts to understand a group or individual phenomenologically

Understand the subject of study as the subject of study understands itself
Four Ethnographic Principles

Natural settings
Holism
Descriptive
Member point-of-view
Four Ethnographic Principles

Natural Settings

Conducted in the setting of the participant

Focus on naturally occurring, everyday action

Cannot use laboratory, experimental settings, or a phone call to gather this type of data

You really do have to go out there and see it
Holism

Behavior can only be understood in its larger social context; that is, holistically.
Four Ethnographic Principles

Descriptive

Study how people actually behave, not how they ought to behave.

Defer judgment.
Four Ethnographic Principles

Member Point-of-View

See through participant eyes in order to grasp how they interpret and act in their world.
Four Ethnographic Principles

Member Point-of-View

See through participant eyes in order to grasp how they interpret and act in their world.
Design Ethnography

Quicker than traditional ethnography
   Days, weeks, or months, not years
Sometimes “concurrent ethnography”
   The ethnography is being done
      at the same time that design is under way
Goal is to generate insights informing design
   Sometimes “ethnographically inspired methods”

Translating from raw field observation
to design ideas can be a difficult process
Today

Ethnography
Contextual Inquiry
Additional Methods
Contextual Inquiry

Applied design ethnography

“The core premise of Contextual Inquiry is very simple: go where the customer works, observe the customer as he or she works, and talk to the customer about the work. Do that, and you can’t help but gain a better understanding of your customer.”

Hugh Beyer and Karen Holtzblatt
User, Subject, or Participant?

Only two groups refer to their customers as users.

In traditional science, “subjects” are “subjected to” experiments as researcher develops understanding.

In ethnographically-oriented design methods, “participants” instead “participate” in helping the researcher develop understanding.

This is not simple correctness, nor only about respect, it is a mindset that matters for being open.
What is your relationship?

In a scientist/subject relationship:

The scientist does stuff

The subject responds in some way

The scientist collects data, goes back to their office, and analyzes the data to gain understanding

This is not very appropriate for gaining phenomenological understanding
What is your relationship?

In an interviewer/interviewee relationship:

The interviewer asks a question

The interviewee responds immediately

At a pause, the interviewer asks the next question from their list

When all the questions are answered, the interview is complete

This would support gaining phenomenological understanding if you knew what questions to ask

Implying you have phenomenological understanding
What is your relationship?

In a master/apprentice relationship:

The master is doing stuff
The master explains what they are doing
The apprentice asks clarification questions
The master answers

This relationship is at the heart of contextual inquiry
Master/Apprentice Relationship

Seeing the work reveals structure

Many instances and interviews reveal the picture

Every current activity recalls past instances

A customer describing how she learned a feature told us, “I looked it up in the documentation.” But when we asked her to look it up again, she was able to show us: “I looked the function up in the index and scanned the section. I saw this icon in the margin that I recognized from the screen, so I read just this paragraph next to it. It told me all I needed to know.” The documentation provided the context she needed to recover a detailed story, and the detail revealed aspects that had been overlooked—that the icon was her visual cue to the relevant part of the page.
Unique or One of Many?

“Take the attitude that nothing any person does is done for no reason; if you think it’s for no reason, you don’t yet understand the point of view from which it makes sense. Take the attitude that nothing any person does is unique to them, it always represents an important class of customers whose needs will not be met if you don’t figure out what’s going on.”

(p. 63, Contextual Design)
Not Quite Master/Apprentice

The goal is not to learn to do the task

Instead, the goal is to learn how the participant does the task in order to learn how to support it

And for the researcher to enlist the participant’s active assistance in understanding the task
Not Quite Master/Apprentice

In a contextual inquiry relationship:

- The participant is doing stuff
- The participant explains what they are doing
- The researcher offers an interpretation
- The participant agrees or corrects

Partners

- Not really an interview
- Not really an apprentice
Principles of Contextual Inquiry

Context

Must be done in the setting of the participant.

Partnership

Master/apprentice model; investigator is humble.

Interpretation

Observed facts must be regarded for their design implications. Raw facts without interpretation are not very useful.

Focus

Themes that emerge during the inquiry. You cannot pay attention to all facets of someone’s work at all times.
Context

Go to the workplace & see the work as it unfolds
People summarize, but we want details
Keep it concrete when people start to abstract
“Do you have one? May I see it?”
Context

Imagine studying how a student writes a paper

Why not just ask?
Context

Imagine studying how a student writes a paper

Why not just ask?

May not remember details

Getting roommate to read drafts

May skip critical difficulties

Trouble locating references on the Web
Context

Avoid summary data by watching work unfold

We once asked a secretary how she started her day. Her answer was, “I guess I just come in and check my messages and get started.” She wasn’t able to go beyond this brief summary overview. It was the first thing in the morning and she had just arrived at the office, so we asked her to go ahead and do as she would any other morning. She unhesitatingly started her morning routine, telling us about it as she went:

“First I hang up my coat, then I start my computer. Actually, even before that I’ll see if my boss has left something on my chair. If he has, that’s first priority. While the computer’s coming up, I check the answering machine for urgent messages. There aren’t any. Then I look to see if there’s a fax that has to be handled right away. Nope, none today. If there were, I’d take it right in and put it on the desk of whoever was responsible. Then I go in the back room and start coffee. Now I’ll check the counters on the copier and postage meter. I’m only doing that because today’s the first of the month. . . .”

Have them think aloud..
“One customer said he would not use a manual’s index to find the solution to a problem: ‘It’s never in the index.’ He could not say what led him to this conclusion, what he had looked up and failed to find. All his bad experiences were rolled up into one simple abstraction: it’s not there. But when we watched him looking things up, we could see that he was using terms from his work domain, but the index listed parts of the system.”
“A customer was unable to describe how she made her monthly report. When asked to create it, she pulled out her last report and started filling in the parts.”
Context

If cannot observe, ground in an instance

Span time by replaying past events in detail

Look for holes

Ask questions to fill them

Use artifacts for context

If story has not yet ended, go back to a story that did

Customer: When I got this problem report I gave it to Word Processing to enter online—

(Why did she decide to give it to Word Processing? Did she do anything first?)

Interviewer: So you just handed it on automatically as soon as you got it?

C: No, it was high priority, so I read it and decided to send a copy to the Claims department.

(How did she decide it was high priority? Is it her decision?)

I: How did you know it was high priority?

C: It has this green sticker on it.

(Someone else made the decision before the report ever got here. Who and when?)

I: Who put on the green sticker?

C: That's put on by the reporting agency. They make the decision about whether it's high priority and mark the report.

(We can better pursue how the reporting agency makes the decision with them; we'll only get secondhand information from this user. Instead of trying to go further backward, look for the next missing step forward: doesn't Claims get a more personal communication than just the report?)

I: Did you just send it on to Claims, or did you write them a note about why they needed to see it?

C: Oh, I always call Claims whenever I send them one of these reports.
Partnership

Traditionally, interviewer has too much power
  You do not know what will turn out to be important
Apprenticeship model tilts power back too far
  You are not there to learn the skill

Interviewer should create a partnership
  Alternate between watching and probing
Partnership

Withdrawal and return

Researcher observes action that indicates something meaningful

The researcher asks about this, and the pair withdraw from the task

Discuss the question

Then return to the task

In one interview with a user of page layout software, the user was positioning text on the page, entering the text and moving it around. Then he created a box around a line of text, moved it down until the top of the box butted the bottom of the line of text, and moved another line of text up until it butted the bottom of the box. Then he deleted the box.

Interviewer: Could I see that again?
Customer: What?
I: What you just did with the box.
C: Oh, I'm just using it to position this text here. The box doesn't matter.
I: But why are you using a box?
C: See, I want the white space to be exactly the same height as a line of text. So I draw the box to get the height. (He repeats the actions to illustrate, going more slowly.) Then I drag it down, and it shows where the next line of text should go.
I: Why do you want to get the spacing exact?
C: It's to make the appearance of the page more even. You want all the lines to have some regular relationship to the other things on the page.
Partnership

Do not squash design ideas if they arise
This is design, not dispassionate science

Get instant feedback

If it works, you understand the work practice and have a solution

If it fails, you can improve your understanding of the work

Find the issues behind design ideas
Partnership

Avoiding Other Relationship Models

Interviewer / Interviewee

You are not there to get a list of questions answered

Expert / Novice

You are not there to answer questions

Guest / Host

Move closer, ask questions, be nosy
Interpretation

Chain of Reasoning
- Fact, Hypothesis,
  Implication for Design, Design Idea

Design is built upon interpretation of facts
- Design ideas are end products of a chain of reasoning
- So interpretation had better be right

Share interpretations with users to validate
- Will not bias the data
- Teaches participant to see structure in the work
Interpretation

Instead of asking open ended questions...

“Do you have a strategy to start the day?”
“Not particularly.”

... give participants a starting point

“Do you check urgent messages first, no matter where they are from?
“Actually, things from my boss are important, because they are for me to do. Messages or faxes may be for anybody.”

Participants fine-tune interpretations

Probe contradictions until assumptions fit
Interpretation

Non-verbal cues can confirm or negate

Yes and Nos

“Huh?” – way off

“Umm, could be” – probably no, just being polite

“Yes, but…” or “Yes, and” – depends what follows

Commit to hearing what people actually say

Most have not ever had people actually pay careful attention to what they are doing
Focus

Everybody has a focus, you cannot prevent it

  Entering focus

  Project focus

Because you will have a focus, be mindful of that focus and use it to your advantage

Brainstorm and define your focus
Focus

Focus defines the point of view
  Clear focus steers the conversation
  Everyone in the team has an entering focus
Focus lets the interviewer sees more
  Focus reveals detail
Focus conceals the unexpected
  Focus on one, and lose the other
Start with a focus and then expand
Focus

Opportunities to expand focus:

Surprises, contradictions, idiosyncrasies

  Nothing any person does is for no reason

Nods

  Question assumptions even if they match
  “Do they really do that? Why would they do that?”

What you do not know

  Treat interview as an opportunity to learn new stuff
  Even if the participant is not knowledgeable, extent of their knowledge / misinformation can be useful
The Stages of a Contextual Inquiry

1. Interview / Warm Up
2. Transition
3. Observe Behavior
4. Share Interpretation
5. Refine Interpretation
6. Wrap-up

Withdraw / Return
Explain the Rules

Be sure you explain “the rules” of how you’ll be interacting during the contextual inquiry.

If this isn’t completely clear, the encounter may devolve into a traditional interview (since this relationship is more familiar to people).
How to Screw it Up

Slipping into abstraction
   Keep it concrete, in the work, in the details

Not being inquisitive or nosy enough
   If you have the impulse to ask, do it right away

Being too pushy with interpretation
   If you ignore corrections, participant will shut down
How to Screw it Up

With the wrong person

They need to be willing to partner with you

Turning it into a regular interview

If you could have done it in a coffee shop, then you did not do a contextual inquiry

Multiple people present

Can be good if they talk, surface their thoughts

Bad if they do not talk, are not forthright
How to Screw it Up

Overly disrupting the task

If you change the task, your data is less useful
Withdrawal and return, maybe on a schedule
Retrospective methods might be necessary
(e.g., going through artifacts, prior critical incident)

Being stuck in your focus

Important to have a focus,
expectations of what you expect to be important
But you learn by attending to misconceptions
When All Else Fails

Remember Master/Apprentice

Remember Context

Remember Withdraw & Return
Affinity Diagrams

Generated during group session

Each observation, idea, note to a post-it

Notes are hierarchically organized into themes, based on project focus
Today

Ethnography
Contextual Inquiry
Additional Methods
Many Design Research Methods

Many other design research methods are available, with different strengths.

Often apply multiple methods for complementary perspectives.

Fundamental goal remains to gain design insight through improved understanding of problems.
Interviews

Similar to contextual inquiry, but lacking context of direct observation

Set a focus, record, take notes, have two people

Can be Structured / Semi-Structured

Avoid leading questions

Interpret responses

Repeat and rephrase, probe terms and concepts

“can you give an example”, “tell me more”, “what do you mean”, “why was that important”

Ask when it did not happen as expected

Pair with questionnaires for depth / to humanize
Focus Groups

Moderated conversation among peers

Moderator helps establish this, participants share experiences, wants/needs

Researcher benefits from their conversations

Prompts discussion topics

Explanations of problems in status quo
Underlying emotions in a process
Desires / disagreements for new designs
Diary Study

Participants keep a diary

Possibly as primary data
Possibly to create mindfulness before interview
Diary Study

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Experience Sampling

Emerges from “beeper study” method

Can be random, can be context-aware

Can gather self-report, photos, sensor data
Many Design Research Methods

Personal Inventories

“collections of artifacts selected by the participant”

Cultural Probes

“materials designed to inspire people to thoughtfully consider personal context and circumstance”

“maps … asked the elderly to mark zones for meeting others, being alone, dreaming…”
Many Design Research Methods

Behavior Mapping

“place-centered mapping”
“individual-centered mapping / traces”

Graffiti Wall

“candid feedback on behaviors and perceptions of current spaces”
Shadowing

“observational method that involves tracking somebody in their role”

“not intended to be covert … however subtle instances might be completed in public spaces …”

Useful reminder to be thoughtful and safe

multiple groups have been asked to leave
be safe, be mindful of people
Value Sensitive Design

To be useful or usable is not the same as supporting important human values

Examples?
Value Sensitive Design

To be useful or usable is not the same as supporting important human values

Examples?

Independence  
Privacy  
Trust  
Accountability  
Ownership and Property

Fairness  
Freedom from Bias  
Human Safety  
Universal Access  
Sustainability
Value Suitabilities

Value Sensitive Design is an interactional theory

Values are not inherent in a given technology
But a technology is not value neutral

Some technologies are more suitable than others for supporting given values

Value Sensitive Design investigates stakeholders, values, and value suitabilities

Direct and indirect stakeholders
Tripartite Method

Conceptual Investigations
Analyses of the values involved in a system

Technical Investigations
Identify or develop technical mechanisms
Investigate suitability to support values

Empirical Investigations
Investigate who the stakeholders are, which values are important to them, and how they prioritize these values
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