

design research

METHODS AND PERSPECTIVES

focus groups

mini focus group

- ✦ tightly scripted discussion
- ✦ 1-2 hours
- ✦ deeper discussions

focus groups

1-1 interviews

- ✦ tightly scripted or loosely scripted
- ✦ 20 min - 1 hour
- ✦ someone feels about a topic or design

focus groups

dyads

- ✦ two friends interviewed as a pair
- ✦ at least 1 hour
- ✦ explore issues that are difficult to articulate

focus groups

super group

- ✦ 50 - 100 people
- ✦ products, designs or other exhibits
- ✦ devices to respond to and/or rate what they are shown
- ✦ provides rapid feedback

ethnography

in-depth observation of people's behavior
beliefs and preferences

descriptive - detail, test and develop theories

interpretive - determine the significance of the detail

ethnography

field ethnography

digital ethnography

photo ethnography

ethnofuturism

real-world ethnographic enactments

personas

participatory design

involve consumers in the development

informance design

ethnography – understand what is foreign to one's own view

- ✦ create through performance
- ✦ understand their world

designing for the “new old”

a worldwide wave of retirees who:

- ✦ live longer
- ✦ cost more to treat
- ✦ demand new goods
- ✦ and services that help them stay active and independent

designing for the “new old”:

“...technologies that
help people grow old
at home”

aging-in-place

a worldwide wave of retirees who:

- ✦ live longer
- ✦ cost more to treat
- ✦ demand new goods
- ✦ and services that help them stay active and independent

Proactive health project

“corporate ethnography”

background research:

expert interviews,

literature review,

in-home visits

Proactive health project

shadow studies - more observation, less interview

Proactive health project: contextual inquiry

videotape and photograph people interacting with their stuff in their homes, offices, cars etc.

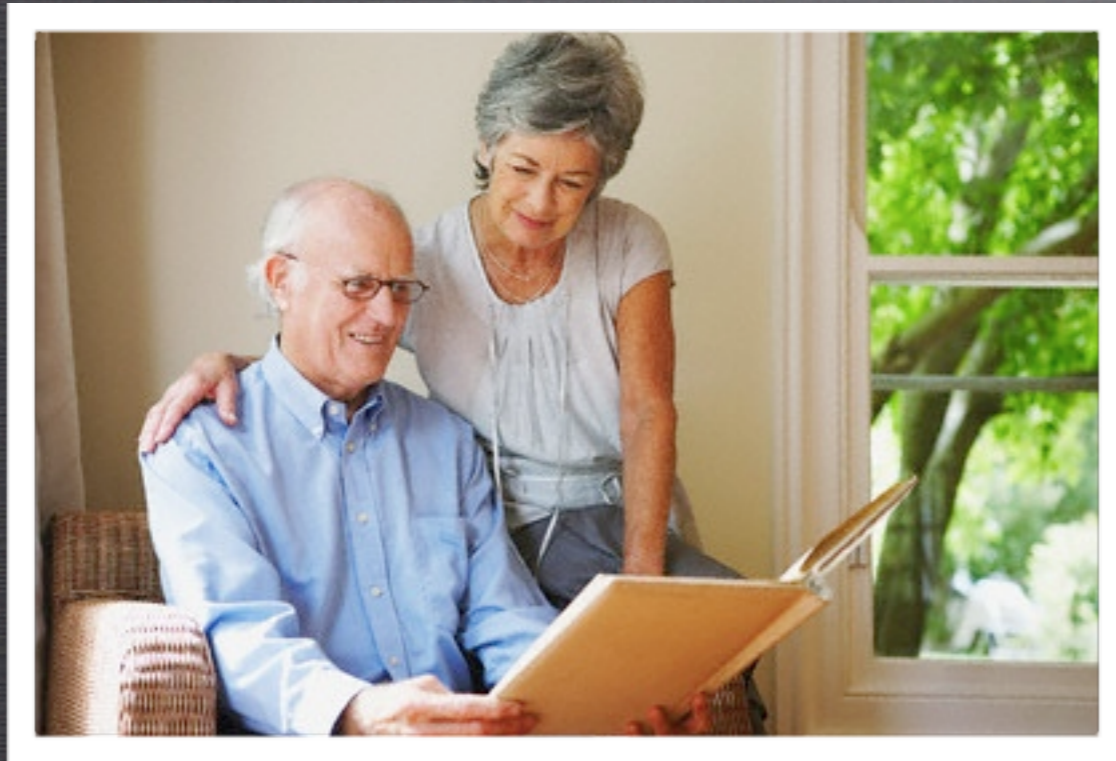
structured conversations

understand what people say and observe what they do

value, fear, hope

Proactive health project: contextual inquiry

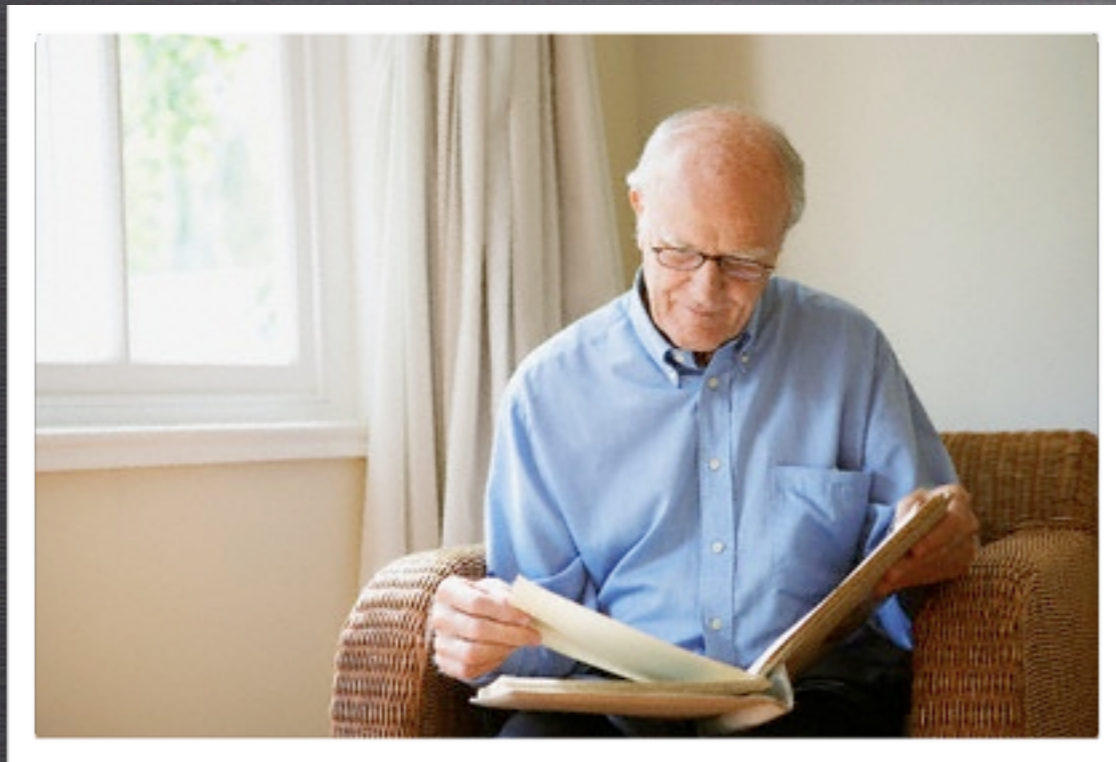
capture multiple points of view: Carl



“I am doing fine
– my memory is
still good most of
the time”

Proactive health project: contextual inquiry

capture multiple points of view: Carl in absence of wife



“I am having lost
of trouble with
my memory”

Proactive health project: concept and storyboards

imagine beyond their current concept

“There is no way I
would let a system
track our whereabouts”

asking, observing, performing

understanding life stories

enduring concerns

everyday activities

beginning or end to solicit feedback

asking, observing, performing

seeing them perform what they say they do

asking, observing, performing

acting and testing out the future lives of imagined users

concept, prototype, and product level “props”