

## KID / DEL Ethno-inspired methods

KID DH2655    DEL DH2465

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## Schedule

■ 2 sep	Introduction	9-12	E36
■ 4 sep	Ethno	15-17	E32
■ 9 sep	Presentation and reflection	9-12	VIC
■ 11 sep	GL x 2 and DEL lecture	13-17	D41
■ 18 sep	Stakeholders etc	13-17	V01
■ 23 sep	Intro to project	9-12	E3
■ 24 sep	GL in DEL	9-11	VIC
■ 28 sep	Deliverables in both KID and DEL		

## What happens today?

- Run-through of several data collection methods, e.g., contextual inquiry, focus groups and design workshops
- Check the group compositions
- Planning of the work in groups

## The goal of the pre-study period

- Gather as much information about your domains (**retail** and **medical**) as you can
- When you get the project brief (on Sep 23) you should be fairly knowledgeable about the respective domains, i.e., the stake holders, the typical work organisation, biggest actors, drivers, etc
- Consider this as an open pre-study
- Then you can start working on the project faster

## Contextual interview (1/5) What?

- A method is a systematic collection of data
- Contextual interview (subpart of contextual inquiry) belongs to ethnographic methods
- Based in the user's (in a broad sense) context and situation



## Contextual interview (2/5) Why?

- Plenty of material – of different sorts
- Lots of details and a deeper understanding
- Close to the source, not 2nd hand information
- More independent, not an enhanced, improved image



## Contextual interview (3/5) How?

- Use a pre-prepared questions sheet
- List probable follow-up questions
- Document carefully
- Be concrete, not abstract or general



## Contextual interview (4/5) More how?

- Divide the work between you – someone interviews, someone else takes notes
- Describe the physical context, take pictures (if allowed)
- Take pictures/video of the interview (if allowed)



## Contextual interview (5/5) More how? ?

- Be humble and attentive
- The interviewee is the expert
- You're there on their conditions
- Make them *tell* and *show*
- Document, do not interpret – save that for the analysis



## Questions? ?

## Focus group 1/7 – What?

- Qualitative data collection method (primarily)
- Structured group discussion
- The participants have one or several similar traits
- Part of the intended target group (most often)



## Focus group 2/7 – Why?

- Make use of the group dynamic – extend on each other's ideas and reasoning
- Real time
- Flexible
- Cost-effective



## Focus group 3/7 – More why?

- Attitudes
- Idea generation
- Evaluation
- Product- and service development
- Marketing
- ...



## Focus group 4/7 – How?

- Approx 6-10 participants
- Moderator
- Someone responsible for the documentation
- Often 60-90 mins
- Often in a conference room (or equivalent)



## Focus group 5/7 – More how?

- Explicit, concrete assignments–  
*to the participants*
- Clear goals/expected outcome  
– *to you*
- Strategic selection:
  - Repr. from the target group with similar and relevant traits
  - Persons with specific relevant competence or experience



## Focus group 6/7 – More how?

- Discussion guide – which assignments in which order?
- Backup assignments and activities
- Keep the conversation going and the energy high
- Adapt to ensure that everyone participates
- Discuss *with* and not *to* each other
- Stick to the subject/theme





## Focus group 7/7 – Pros and cons

- Pros:
  - Creative
  - Dynamic
  - Cost-effective
- Cons:
  - Influence each other (too much)
  - Ingratiating
  - Different level of engagement



Questions?

## Design workshop 1/10 What?

- Qualitative data collection method (primarily)
- Often concrete results (sketches, prototypes categories, etc)
- Participants are either part of the target group or experts – or any combinations...



## Design workshop 2/10 More what?

- Not a method, but a situation with a sequence of activities
- Each activity builds upon the previous
- It's a workshop, hence the participants should work, produce, create, show, etc



## Design workshop 3/10 Why?

- The group dynamic and the joint results
- Creative
- Make use of mixed competencies and experiences
- Concrete results
- To learn and to inform design decisions



## Design workshop 4/10 More why?

- Many types of results
- Design and feedback/validation/evaluation
- Intense
- Effective
- Inspiration and new ideas
- Motivations



## Design workshop 5/10 How?

- 3-20 participants, typically around 10
- Workshop leader with authority
- One or several responsible for documenting
- Everything between 1h or a full day
- Location chosen based on types of activities



## Design workshop 6/10 More how?

- Very clear goals
- Well-planned sequence of activities
- Constructive atmosphere
- Respectful and humble
- Active support
- The work material is created underway



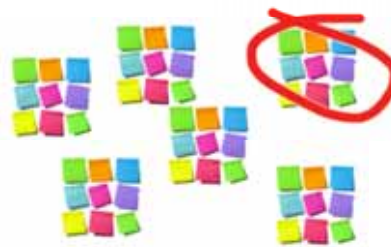
## Design workshop 7/10 More how?

- Typical layout
  - Intro
  - Create/give work material
  - Extend/deepen
  - Represent
  - Motivate/present
  - Discuss
  - Develop and wrap-up
  - What's next?



## Design workshop 8/10 More how?

- Tools
  - Brainstorm
  - Categorization and prioritizing
  - Create/sketch/mood boards
  - Present/discuss/feedback
  - Scenarios and story boards
  - Prototypes: lo/fi, sketches, hi/fi, video
  - ...



## Design workshop 9/10 More how?

- Materials
  - Whiteboard, large papers
  - Post-it
  - Office supplies
  - Building materials: digital and analogue
  - Still- and video camera
  - Hand-outs and templates



## Design workshop 10/10 Pros & cons?

- Pros
  - Creative
  - Educational and inspiring
  - Lots and lots of material
- Cons
  - Time consuming to organise
  - High demands on organisers
  - Challenge to collect all data and to analyse



## Input/output determines the layout!

- Design ideas
- Concept
- Prototype
- Existing product or service
- Target group/use situation
- ...

WS activities

- Sketches
- Prototypes
- Ideas
- Validations
- Scenarios
- ...

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WS activities

- Sketches
- Prototypes
- Ideas
- Validations
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- ...

## Questions?

## The assignment for Sep 9

- You'll collect data about your domains to start address the questions regarding the stake holders, organisational structures, incitements and drivers, restrictions and limitations, market/s, competitors, etc
- You'll use ethnographic methods (as exemplified today), together with traditional methods, e.g. literature surveys, market analysis, questionnaires, expert interviews, etc



## The assignment for Sep 9 cont.

- Organise contextual observations/interviews
  - Where?
    - **Retail:**
      - Department stores, specialty shops, clothes...
    - **Medical:**
      - ER, Vårdcentral, different types of care givers
- Use other data sources and data collection methods

## What do we do now?

- Brainstorm possible places to visit
- Discuss the most relevant data collection methods
- Plan the visits (who does what, with what material?)
- Plan the other data collection activities
- Divide the work between you
- Plan for reflection and analysis
- Plan for the presentation

## The presentation

- 20 mins per group, 10 mins presentation + 10 mins discussion
  - How did you plan and prioritize?
  - Layout of the data collection methods
  - Results
  - Critical reflection: what worked/didn't work? What would you do differently?

## The presentation

- 20 mins per group, 10 mins presentation + 10 mins discussion
  - How did you plan and prioritize?
  - Layout of the data collection methods
  - Results
  - Critical reflection: what worked/didn't work? What would you do differently?
- *Remember to use some of your collected material in the presentation, i.e. pictures, sketches, videos, etc!*

## Next time

- **Wed Sep 9, 9-12 in VIC**

- 5 presentations and discussions
- Preparations for the next steps in the data collection
- Consider different qualitative data analysis methods. For a repetition, look at:  
<http://www.slideshare.net/tilahunigatu/qualitative-data-analysis-11895136>