APPLICATION OF CONTEXTUAL INQUIRY TO GROUP SHOPPING

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CONTEXTUAL DESIGN

Figure 1. Contextual Design Process (incontext)
## CONTEXTUAL DESIGN

<table>
<thead>
<tr>
<th>Rapid CD Process</th>
<th>Contextual Interviews with Interpretation</th>
<th>Sequence Model with Consolidation</th>
<th>Affinity Diagrams</th>
<th>Wall Walk and Visioning</th>
<th>Storyboarding</th>
<th>Paper Mock-up Interviews with Interpretation</th>
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</thead>
<tbody>
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<td>Lightning Fast</td>
<td>4-12 users</td>
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<td>1-4 weeks</td>
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<tr>
<td>Lightning Fast +</td>
<td>6-12 users</td>
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<td>4-9 users</td>
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<td>4-8 weeks</td>
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<td>Focused Rapid CD</td>
<td>8-12 users</td>
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<td>6-12 users</td>
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<td>6-10 weeks</td>
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Figure 2. Rapid Contextual Design Process (Holtzblatt u. a., 2005)
CONTEXTUAL INQUIRY

Main benefits

✓ is available right at the point of the inquiry
✓ offers the whole team to experience what user really need
✓ shows the context of use not just with other tools, but also overall work and life of the user
✓ builds a shared understanding within the team
✓ helps a team to keep the design coherent
✓ produces reusable knowledge within the working field
CONTEXTUAL INQUIRY

Main principles

Focus – Observing group shopping activities

Which tools are currently used to plan a group present?
Where do possible problems occur?
How can the process be improved?

Identify Context and Partnership

Talking to people who are buying presents in a group
**CONTEXTUAL INQUIRY**

**Preparation**

- **Brief participants**
  - Share Project summary sheet
  - Explain activity log
  - Schedule the interviews

- **Prepare material for the inquiry**

**Inquiry (x3 Participants)**

- **Setting of the inquiry (Ø 2h)**
  - Briefing the participant
  - Recreate previous activities with activity logs
  - Observation itself
  - Completion of questionnaires

- **Reworking gathered data (Ø 2h)**
  - Creating affinity notes
  - Summing up insights
RESULTS

Obstacles due to informal setting of observation

Apprenticeship model appeared even more unfamiliar to participants

Relationship between the researcher and participant influenced the inquiry massively

Activity log needed further explanation

The context and partnership principles allowed to see..

..how a new system would fit in the current process of gift giving

..the workarounds users themselves were not even aware of

..artefacts, which could be studied directly with the user

..real problems and directly create solutions
REFERENCES


Holtzblatt, Karen; Beyer, Hugh (o. J.): Contextual design. o.V.
