Contextual Inquiry

Learning objectives:
1. Understand the overall goals of Contextual Design; where Contextual Inquiry fits in, what are its components
2. Understand how the project and its parts map to CI and the rest of CD
3. Understand the 4 principles of CI
4. Understand different relationship models possible for a CI field interview, their uses and how to recognize and move in or out of them appropriately
5. Apply this knowledge to an interview excerpt
Contextual Design Goals
Part 1

1. Gives us individual information
   - coding (e.g. labels/work models)

2. “Summarizes” individual data into a general version of models
   - preserves variations
   - creates affinity diagram

Part 2

3. Walking the consolidated models and affinity helps identify personas and develop the vision of the re-design

4. Create scenarios for re-designed work

5. Create low-fidelity prototype: storyboards

Part 3

6. Evaluate with users and another team

7. Modify design, create high-fidelity prototype
Contextual Inquiry Principles
An example (Contextual Design, 2nd edition)

Suppose you are working on a specialization of a car navigation system that is targeted towards people going on road trips to several locations over a few days. Locations can include customers, potential customers, shops, restaurants, attractions, etc. The duration of each location visit is short, no more than 2-3 hours, so there are several destinations within a day. Often there are appointment or reservation times involved, and getting lost is not an option.