

Contextmapping: part 2

CONTEXTMAPPING & EXPERIENCE DESIGN



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Contextmapping: a flexible procedure



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Contextmapping: a flexible procedure



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Contextmapping: a flexible procedure



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Preparation



- TIME!!
- Setting goals
- Exploring topic
- Choosing methods
- Recruiting participants

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shoecare case: possible goals

- to generate real world consumer insights and **concepts**
- to gain a deeper understanding of the role of **footwear freshness in peoples' everyday lives.**
- make the 'glamorous' and 'conformist' target groups 'come alive' for the design team

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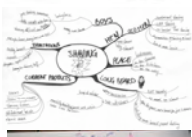

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7


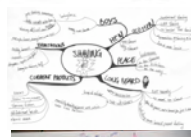

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8





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9

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Collecting user insights




10

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Collecting user insights

Principles:

- Expert of his/her experience
- Everybody is creative
- Small steps to access experience
- Aesthetics
- Ambiguity
- Surprise



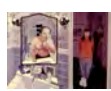

11

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12

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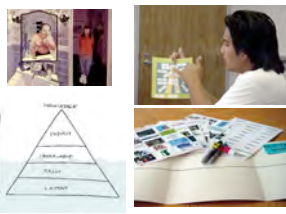
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14


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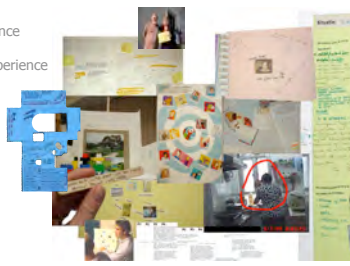
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16

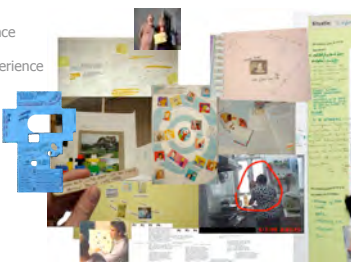
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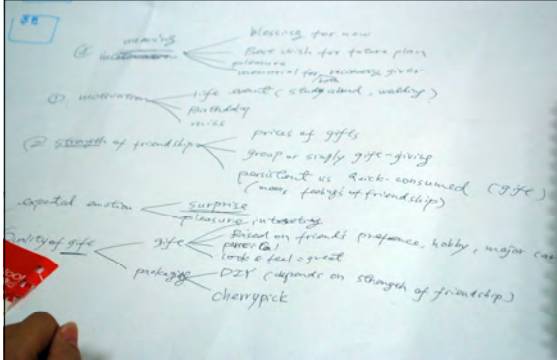
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- Aesthetics
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17

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Handwritten notes on a whiteboard:


- ① meaning
 - blowing your own
 - time with the future plan
 - purpose
 - intentional for someone's good
- ② motivation
 - life event (study hard, wedding)
 - curiosity
 - intrinsic
- ③ strength of friendship
 - prices of gifts
 - group or single gift-giving
 - persistent vs. quick-consumed (gift)
 - (more feelings of friendship)
- ④ spatial motion
 - surprise
 - pleasant, interesting
- ⑤ quality of life
 - based on friend's preference, hobby, major car
 - price & quality
 - price & quality
 - privilege
 - DZT (depends on strength of friendship)
 - cherry-pick

18

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Analysis

- Transcript is main data source
- Grounded theory approach (Glaser and Strauss, 1967)
- Subjectivity
- DIKW (Ackhoff, 1989)





25

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26

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Wisdom
Knowledge
Information
Data

27

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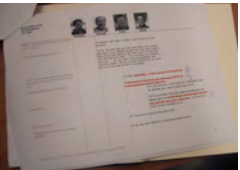
Wisdom -----implementation
Knowledge -----category
Information -----paraphrase
Data -----quote

28

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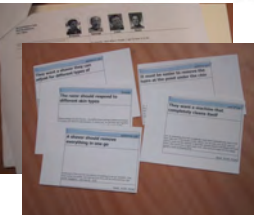
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29

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30

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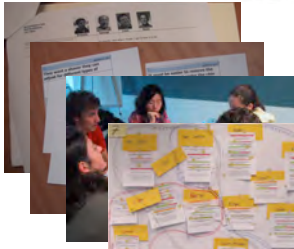

31

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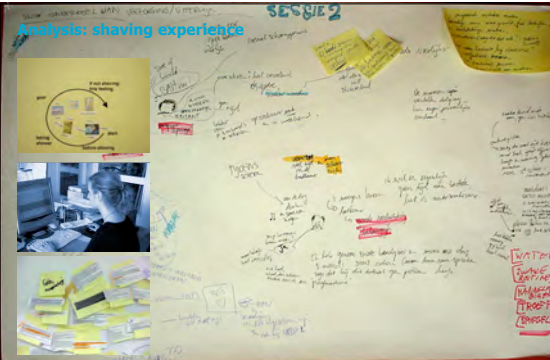
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32

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Analysis: shaving experience



33

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Analysis: leisure



34

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Analysis: social worlds of elderly

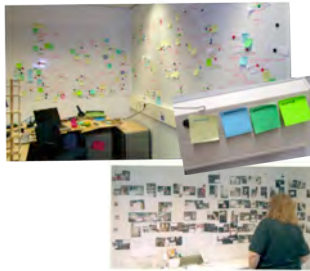



35

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Analysis: conclusions and tips

- Keep main aim clear
- Immerse in data (transcripts and use space)
- Connect (on emotional level too)
- Categorize: select quotes and create themes
- Accept subjectivity
- Triangulation by >3 researchers

36

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Communication

37

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Communication

- To support the design team in enhancing empathy with users
- To provide designers with inspiration for new product ideas
- To support the team to engage with the project

38

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39

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Communication: empathy stepping into the user's shoes

"But I had trouble with it too. I took the subway in Paris. And I am left-handed, so I put the ticket on the left device, but that thing never opened! I felt locked. And then there are 20 min behind you! I just had to jump over it!"

Johns
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40

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Communication: empathy stepping into the user's shoes

Personas
(Grudin and Pruitt, 2002)

41

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Communication: empathy stepping into the user's shoes

The pilots

- Age: 20-some
- Receiver: shy, surprised, nervous
- Given: w/ guts, nervous, disappoint

Users

- Used to 2D representation (stereoscopic)
- Transfer: engagement/immersion
- Benefit:
 - Be aware the user can't see to have a threat in the light with night-vision

42

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Communication: empathy
stepping into the user's shoes



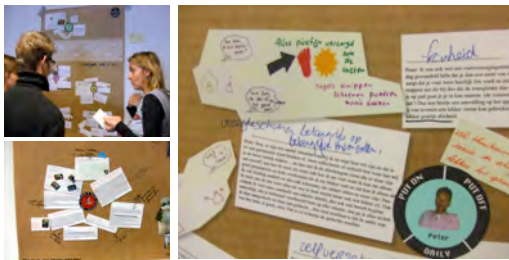
43

Communication: empathy
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44

Communication: empathy
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45

Communication: inspiration



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46

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47

Communication: inspiration
discovering opportunities for products




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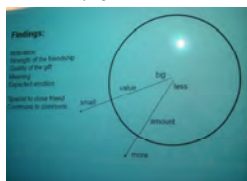


48

Communication: inspiration
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Findings:
 - Strength of the benefits
 - Weakness
 - Strength of the price
 - Weakness
 - Strength of the cost
 - Weakness

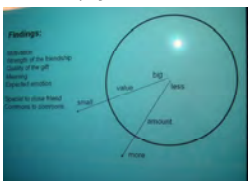
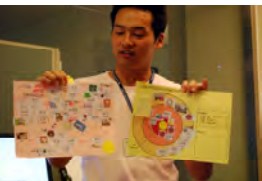
49

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50

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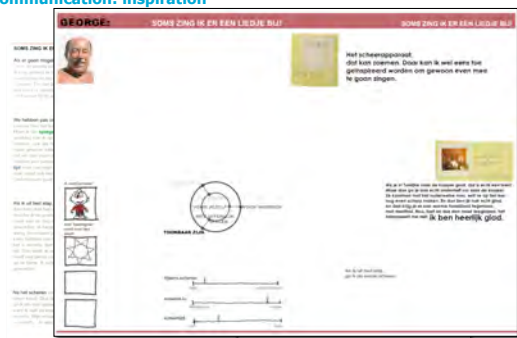
Communication: inspiration
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51

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Communication: inspiration



52

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Communication: inspiration



53

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Communication: inspiration
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54

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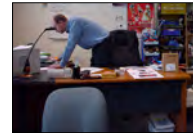
Communication: engagement fitting with company's organization

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55

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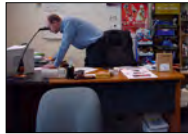


Place of reports

56

Communication: engagement fitting with company's organization

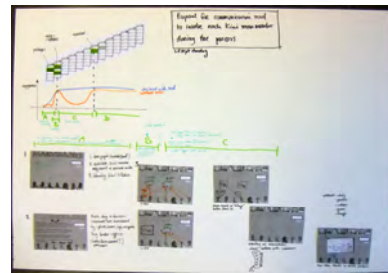
Rich Visualisations:
reports, posters,
documentary, cardsets,
personas, storyboards,
scenarios, mindmaps....



Place of reports

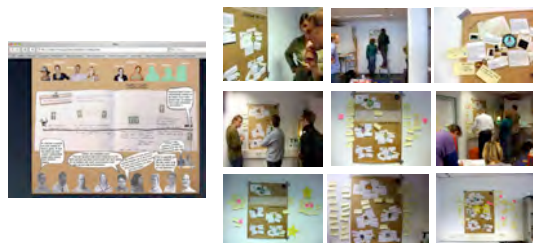
57

Communication: engagement fitting with company's organization



58

Communication: engagement fitting with company's organization



59





Communication: engagement fitting with company's organization

Internet usage distribution

Since each generation seems to go through roughly the same adoption cycle, it is expected the Recently Retired will pickup what's hot today in the years to come.

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Communication: conclusions and tips

- To support empathy: photos, anecdotes, raw data
- To support inspiration: open ended visualizations
- To support engagement: involve stakeholder and connect results to other research and design outcomes

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Conceptualization

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Conceptualization

- useful in sketching/prototyping/roleplaying
- choices in opportunities
- useful in further stages of design process

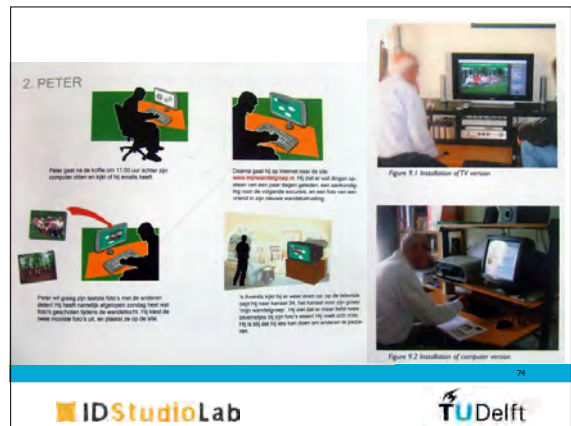
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"2 Gather"

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75

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Product development process:

PS Pingpong model

76

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Basic atmosphere controller for living rooms

78

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80

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Contextmapping

preparing sensitizing make & say discussing analyzing capture & share conceptualizing

collecting user insights share with and communicate to the design team

- Expert of his/her experience
- Make and Say tools
- Rich data
- Users are present in early stage
- Research and Design merge
- Rich Visualizations

81

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82

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