

## Gathering data – bringing out the expert within

# CONTEXT MAPPING & EXPERIENCE DESIGN



## Goals of this workshop

- Discuss 'context' and 'user experience'
- Share our design research cases
- Explain theory of gathering, analysis, & communication
- Do & Feel the principles
- Discuss your situation and needs

## Overview of the workshop

### Day 1

- Basic theory
- One example case
- 
- Making a toolkit
- trying it out with people...

### Day 2

- present findings
- Discussion
- 
- Advanced issues

## Focus: gathering



## Programme

- 9.00 introduction, exercise, one more case
- 10.15 discussion, topic, mindmapping
- 12.00 lunch
- 13.00 Making the toolkit
- 14.30 Testing a pilot on some people in the school
- 15.00 Revising
- 16.00 Experiences and tips for interviewing, Q&A;  
- do your interviews -

## A quick exercise - how I got here...

## What to do

## 1 - make a collage



- About "How I got here"
- Reflect on your experience & memories
- There is **no** right or wrong way it is *your* experience that counts
- You may use the toolkit in any way you want, add to it, change it...
- Please finish in 10 minutes

## 2 - talk to a stranger



- Please find a person that you do not know yet
- Introduce yourselves, and exchange collages
- You interview him/her; then s/he interviews you
- Please finish in 2\*5 = 10 minutes

## 3 - reflect

- What happened?
- How (much) did you learn about the other person?
- What surprised you?

## 4 - what we expected...



- Making your own collage:**
- it takes time to start reflection
  - triggers give handles to express yourself
  - triggers are ambiguous: you give your own interpretation.
  - brings out personal anecdotes and concerns

- What you learned from others:**
- some people used only words
  - other people used only images
  - this, and the way they talk,
  - how they refer to culture, to values

- Dialogue:**
- Elicit discussion



## 5 - continue

- ...

## Goal of toolkit

- Put users in the position of expert of their experiences (Let them reach below the surface)
- Get to know each other, start communicating

## Commuters, museum & leisure (short student interview toolkits)

- Liz Sanders, Pieter Jan Stappers
- Workshop at Schwäbisch Gmünd, Germany

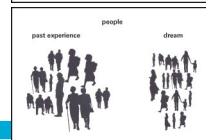
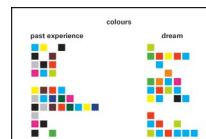
Researchers: teams of 3  
Users: 5-20  
Time: 3 days  
Topic: 3  
Goal: learn the techniques

commuting  
museum experiences  
leisure time

## Commuters

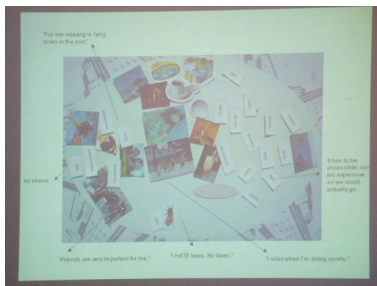


## Museum



People want to be more interaction with the things around them  
People want to model and create something with the objects by themselves  
People want to make their experience exhibition. And only after they have a picture in hand about their past experience they want to create their dream exhibition  
Usually people are aware a lot so we can see that last information very important but they don't want to read something about the exhibits in the future  
Most people start with the materials and colors so we can say that this kind of information will be very important in the future  
Pictures of people they use very carefully. First of all they make the model of exhibition and only after this put their people  
People want to go to exhibition to have a good time to rest, not to get a lot of information

## Leisure



## Making contact with users

- Who to involve and how to approach them?
- How to ask the right questions?
- How to help your users to get started?

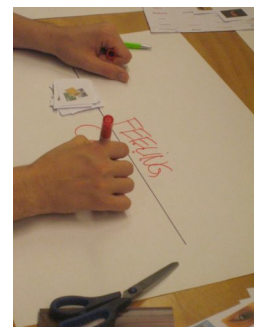
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## Help them to get started



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## Provide a grid



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### Your turn! This afternoon

1. Make groups of three people
2. Make your own group mindmap
3. Choose an interesting sub-topic to explore
4. Make a sensitized toolkit
5. Interview (at least) 3 people with your toolkit

### Tomorrow

- 9.00 h – discuss results  
10.00 h -upload your powerpoint
- Participant
  - Findings
  - ?