

Contextmapping in South Korea

CONTEXTMAPPING & EXPERIENCE DESIGN



IDStudioLab

TU Delft



IDStudioLab

TU Delft

Joint research project KAIST & TU Delft

Goal: Adapt contextmapping for South Korean culture

- Van Rijn et al. (2006), Three factors for contextmapping in East Asia: Trust, control, and nunchi



IDStudioLab

TU Delft

East vs. West

Rich understanding

Ability to put into words



East

Nisbett (2003)

West

IDStudioLab

TU Delft

Research question

- How to make contextmapping suitable for East Asian culture?

IDStudioLab

TU Delft

Solutions

- Build on a relationship of trust
- Make them feel in control
- Elicit discussion
- Facilitate their 'nunchi'

IDStudioLab

TU Delft

Sensitize

relationship of trust

- Step-by-step
- Personal messages
- The possibility for contacting us



7

IDStudioLab

TU Delft

Relations among people



8

IDStudioLab

TU Delft

Kibun

- A word for feeling, emotion and mood in one



9

IDStudioLab

TU Delft

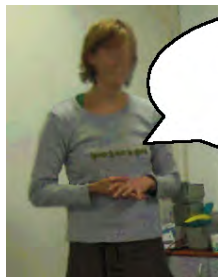


10

IDStudioLab

TU Delft

Nunchi t-shirt



I have no
nunchi

11

IDStudioLab

TU Delft

Conclusions

- Very deep insight in the context
- Difficulty speaking English
- Little techniques can help people with expressing their stories

12

IDStudioLab

TU Delft

Your experiences!

- What about contextmapping in Taiwan?
 - Hierarchy
 - Icons or photo?