

Course C15

Understanding Users in Context: Fieldwork in User-Centered Design

4 units

Instructors:

Susan M. Dray, Ph.D. and David A. Siegel, Ph.D., Dray & Associates, Inc.

Companion Courses: Analyzing Qualitative Data from Field Studies

Benefits:

You will learn how to plan for and carry out studies of users in the field. Rather than teaching a single methodology to do field research, we provide you with the tools to think critically and make informed decisions about the many planning and methodological choices you will have to make. For each technique, we identify its key challenges, while helping you learn how to get its benefits. You will have the chance to practice skills for several fieldwork techniques.

Origins:

This is an update of a highly rated tutorial from many past CHI conferences. It was significantly revised for CHI2006

Features:

- How observational field research fits into design, and how fieldwork complements other User-Centered Design (UCD) methods
- What it takes to make fieldwork more than just "anecdote collecting."
- Why and how to use four types of field research techniques, including:
 - Naturalistic Observation
 - Contextual Inquiry
 - Artifact Walkthrough
 - Naturalistic Usability Evaluation
- How to make sure field research provides meaningful input to design
- Tips for addressing practical challenges and organizational obstacles to field work

Intended Audience:

This hands-on session is aimed at practitioners planning, doing, and leading observational field research projects, including developers, designers, and managers who are responsible for user experience or user requirements identification. This is an introductory to intermediate level tutorial. It will be useful for beginners in fieldwork, as well as those with some experience who want to broaden their knowledge of a range of approaches.

Presentation Style:

Lecture, video demonstration, small group hands-on exercises, and discussion

Instructor's Backgrounds:

Through their consulting firm, Dray & Associates, Inc., Susan and David have helped many clients plan and design products that meet user needs, using field research and

other UCD approaches. They are well-known speakers, trainers, and authors on this and other UCD topics. They have taught this course many times previously at various professional conferences, and also teach a course on analyzing data from field studies. Susan has been active in CHI since its founding in 1983, and is a Fellow of the Human Factors and Ergonomics Society (HFES). Susan and David are past co-editors of the Business Column editor of < *interactions* > magazine.

Additional information about this course will be posted on www.dray.com