

Assignment 3:

Contextual Inquiry Footage

Due 9/22

Please DO NOT submit assignment 3 to me digitally. We will review each team's work in class.

Description: A contextual inquiry utilizes ethnographic techniques combined with interviews to gain insight into a particular topic through direct observation. The four principles of contextual inquiry are: Context – observing a task being done in its natural environment; Partnership – establishing a master/apprentice relationship with the participants, in which case you are the apprentice; Interpretation – validating observations and impressions with the participants; Focus – maintaining a consistent point of focus and goal throughout the research.

Contextual Inquiry Requirements:

You will conduct at least 1 contextual inquiry. The fielding is to be done on-site, in the context of use based on your focus statement. The length of your inquiry is dependent on your focus, however should be no shorter than 2 hours and no longer than 6 hours total. If the inquiry requires multiple visits (e.g. observing a discreet event that happens twice a day) the 2-6 hours should reflect the sum time of all visits. Remember that you are seeking depth into a particular task; patiently documenting the task as well as spending time prior to and after the task will prove very insightful and are encouraged.

What you should turn in:

To show in class: A raw (editing is optional), 10-15 minute video excerpt of your team's contextual inquiry that highlights a particularly interesting or important moment in the inquiry. The footage should include:

- Examples of each team member executing on their role
- Demonstration of the principles of contextual inquiry in action
- Verbal description by your team regarding the chosen video excerpt and its relevance to this assignment and your focus (done in class)

On the AC4D blog: A post (one per team) summarizing your team's contextual inquiry experiences. This should include your focus, the rationale behind your approach, your initial impressions of the process and what you learned. This should be very reflective, and should document your team's journey through the contextual inquiry process. Remember that you haven't done any analysis yet and shouldn't be describing themes or insights just yet; however initial impressions can be described.

Assignment 3	Weight
Appropriateness to focus statement	10
Execution of team member roles	20
Demonstrates an understanding of contextual inquiry principles	25
Articulate presentation of your research	20
Application of tools and techniques	10
Blog Post completed	15
	<i>100</i>