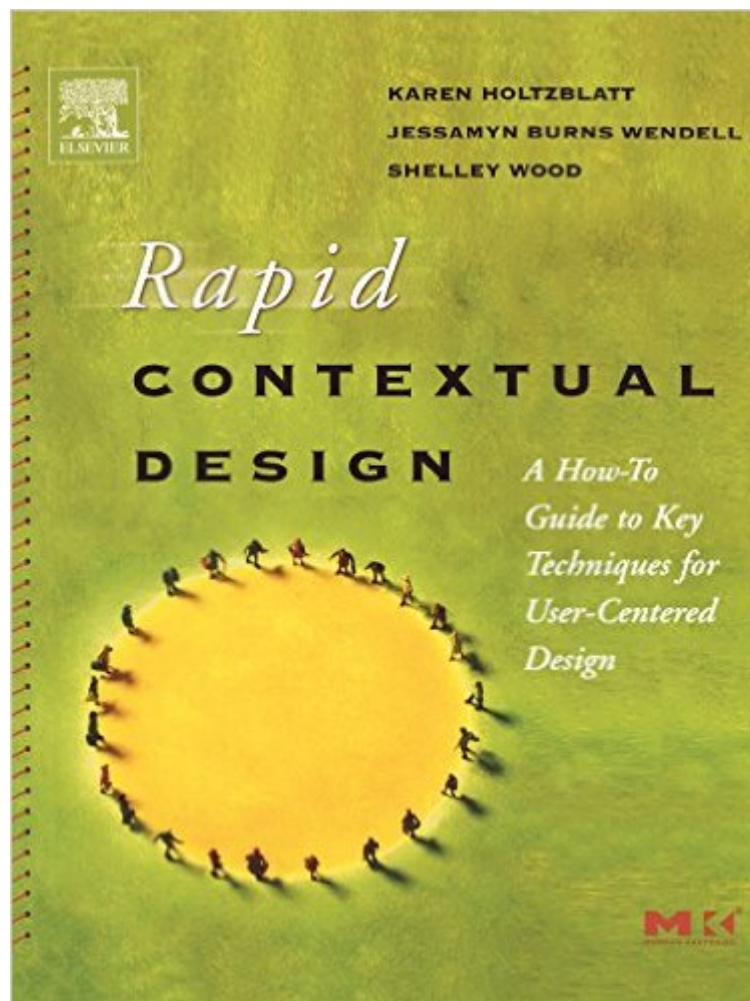


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# Rapid Contextual Design: A How-to Guide To Key Techniques For User-Centered Design (Interactive Technologies)



## Synopsis

Is it impossible to schedule enough time to include users in your design process? Is it difficult to incorporate elaborate user-centered design techniques into your own standard design practices? Do the resources needed seem overwhelming? This handbook introduces Rapid CD, a fast-paced, adaptive form of Contextual Design. Rapid CD is a hands-on guide for anyone who needs practical guidance on how to use the Contextual Design process and adapt it to tactical projects with tight timelines and resources. Rapid Contextual Design provides detailed suggestions on structuring the project and customer interviews, conducting interviews, and running interpretation sessions. The handbook walks you step-by-step through organizing the data so you can see your key issues, along with visioning new solutions, storyboarding to work out the details, and paper prototype interviewing to iterate the design—all with as little as a two-person team with only a few weeks to spare! \*Includes real project examples with actual customer data that illustrate how a CD project actually works. \*Covers the entire scope of a project, from deciding on the number and type of interviews, to interview set up and analyzing collected data. Sample project schedules are also included for a variety of different types of projects. \*Provides examples of how-to write affinity notes and affinity labels, build an affinity diagram, and step-by-step instructions for consolidating sequence models. \*Shows how to use consolidated data to define a design within tight time frames with examples of visions, storyboards, and paper prototypes. \*Introduces CDTools™, the first application designed to support customer-centered design.

## Book Information

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## Customer Reviews

If you are a professional on this are, the book doesn't give you much new information. It tells lots about different methods that are already written in the other books as well. For a new people in this area, the book is very good introduction to the (rapid) contextual design. I liked the way the book was written. It was easy and understandable to read.

If you are looking for an elegant, academic theory to suggest how contextual design might work in some controlled laboratory experiment-- this is not the book for you. This work gives step-by-step procedures on how to conduct contextual design in the real, uncontrolled world of people's lives, and how to do this work on an accelerated time schedule. This is a clear tutorial and worthy "field manual" on contextual design, task sequence modeling, affinity diagrams, and paper prototyping for applied work in the real world. Because it takes you through each activity step-by-step, this book does name the tools used at the time this work was crafted. Some reviewers consider that blatant advertising-- and in the case of citations for "CDTools" perhaps that's true. But in most cases it is very helpful to know that some specific products are more field-worthy than others. I strongly doubt these authors have any financial interest in boosting sales of 3M Post-It notes. (Though may profit from sales of 3M - 2051-FLT - 3M Post-it Bright Colors Memo Cube):-)

How-to guides are not typically very entertaining and this is no exception. Pretty much does what it says on the cover. Practical summary of running a Contextual Design approach from start to end for different timings and contexts. Some parts are really just rehashes from other books which I did not find interesting but it's probably necessary for completeness. More diagrams and illustrations would have made this a quicker read and some of the references to development methods are a tad dated.

Really practical. I will use it in my next usability analysis. My work with assistive technology requires effective techniques for determining efficacy. This enables deep understanding with limited sample sizes.

Karen's process is something that actually works, unlike many pseudo-ethnographic customer

engagement strategies. By maintaining a connection to the customer data from the beginning to the end, it uniquely empowers you with a defensible design rationale. Something few other approaches can say. A true roadmap for playing nicely with agile development is also something you won't find in most other customer research methodologies, especially contextual ones. Whether or not you are willing to live the process and follow the steps outlined is another matter. Your mileage may vary, especially if you decided to line item veto particular aspects.

I don't know if the content of this book is good or bad, but reading it is like chewing on aluminum foil. It's painful...really painful. It's just so dry that it's worse than reading an instruction manual, and there is no motivation to read 'til the next page.

Worst book ever. Boring to read and is hardly useful. I guess if you need straight up step by step instructions on how to construct flow diagrams or conduct interviews/observe people then this book might be of use. I only bought this book because we were required for a University class. I'd save your money and look elsewhere if this book isn't mandatory for you. Or look for a used copy.

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