Course C09
How to Collect Field Data and Produce a Tested Design in 1-8 Weeks
1 unit

Instructor:
Karen Holtzblatt, InContext Enterprises

Benefits:
Working within time-compressed or resource-constrained environments is nothing new for the CHI audience. However, the increasing emphasis on reducing development time, including large organizations experimenting with Agile (or Agile-like) programming, is increasing the pressures. As a result, after winning the battle to bring user-centered design techniques into their organizations, HCI professionals may have to reopen the fight again to get them incorporated into compressed time schedules.

This course provides pragmatic advice and guidelines for how a two-person team can gather customer data in the field and analyze it for design implications in as little as one week, and then go on to produce a customer-tested design in as little as eight weeks. The three variants of Rapid Contextual Design—Lightning Fast, Lightning Fast +, and Focused Rapid CD—represent a way guide these project plans. The course first discusses how to set project scope and select the right number and type of customers. It then provides and walks through detailed, day-by-day example schedules that 1-week, 4-week, and 8-week projects, as well as an example of how to stage a week when the team is doing interviews while traveling out of town. The instructor will also take sample projects offered by participants, analyze with the group the project focus, and demonstrate how they can be appropriately scoped and managed to create the deliverable within a rapid schedule.

Origins:
This course is based on material previously presented in InContext's Rapid Contextual Design workshop. It was first presented as a 90-minute course at CHI 2006, where it was highly rated. Based on participants' positive reactions during the course and in their evaluations, it is being modified for CHI 2007 to allow more time for participants to offer their real world projects as examples, where the instructor will then demonstrate how to analyze the project, and then how to stage and manage it so the deliverable can be created in a rapid schedule.

Features:
Participants will learn:
- The 3 variants of Rapid CD and how to select the right one
- Guidelines for selecting the right number and mix of customers given the available time and project type
- How to create day-by-day schedules based on project scope and available time
- How to schedule Rapid CD inside the framework of agile development iterations

Intended Audience:
No specific background is required. It is appropriate for all roles, but will offer the most value to people who are leading the design/user experience aspects of projects.

Presentation Style:
Lecture and group discussion

Instructor's Background:
Karen Holtzblatt is the co-developer of the customer-centered process Contextual Design. She co-authored "Contextual Design: Defining Customer-Centered Systems" and "Rapid Contextual Design: A How-to Guide to Key Techniques for User-Centered Design". Karen is the President and CEO of InContext Enterprises, an industry-leading design firm.

Website for more information about the instructor: www.incontextdesign.com