

M Nava

Reading Assignment 4

Research & Development Methods

February 21, 2019

“Ethnographic Design Research” by Jon Kolko is a presentation that outlines the design process that includes ethnography, synthesis, and prototyping. The presentation dives deeper in the ethnography which is defined as “immersion in the cultural context of a wicked problem.” The deep dive exposes research, transcription, and utterances as the fundamental building blocks to understanding the cultural context of a problem and to fully immerse one’s self in that culture.

The presentation stresses the difference between design and market research is that design research has the goal of building empathy, as opposed to market research which has the goal of building understanding. These come together to simply, watch real people’s behavior.

The presentation goes on to break down the research that must be conducted to gain a full understanding. Context, partnership, and focus are the smaller cogs that make up the research machine. To have context means you are going to the place of action and seeing how things are being done. A partnership is when you are building a relationship with the person, it is important to remain humble. The focus is an active perspective that guides the research trajectory, not our own personal agenda.

The presentation outlines how to go about creating a preliminary focus statement, identify participants, and identify the context. Finally, after completing those steps the

team must draft a plan that will act as a framing guide not requirements for execution and a practice role-play interview will help the team to be better prepared for the real thing.

The text stresses the importance of being organized, ensuring you have all the required materials to conduct research. The importance of informing your participants of the research protocol.

When researching everyone on the team as a position such as a facilitator, photographer, and note-taker.