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Ethnography in UXDesign

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Abstract : *By doing ethnographic research, UX designers can reap several key benefits for making a long term, multi-legged UX strategy.Ethnography is an experiential research method which means that the researcher experiences the environment while observing it.Ethnography is a long-term engagement with a consumer cultural group, collecting data through observation, key informant interviews and textual material in their natural settings, and analyzing it using the worldview and understanding of cultural protocols used within the community. This research allows design-thinkers to develop and place a product within a community that aligns easily and fills a gap that can be understood only from within the group.The purpose of ethnographic research is to put yourself in the shoes of those you're observing, get into their heads, understand their perspectives and expectations, and accurately record and share that gained knowledge in an objective way that you can then use to support design decisions later.You can do this through either: passive observation—as though you were a fly on the wall.*

active participation—by becoming a member of the team for a week and learning how to do the job—assuming you've got the prerequisite qualifications and experience.

Keywords -*design, experience, ethnography,research, UX*

I. INTRODUCTION

Ethnographic research enables the researcher to look at a specific group of people and better understand their behaviours and through that interpret their needs which are currently not met. It's an expensive business though; ethnographic research requires real interaction with a population over a period of time.

Predicting what will work best for users requires a deep understanding of their needs in context. Furthermore, traditional participatory research methods such as focus groups and surveys have obvious face validity, but may not provide the information that design teams need. The reason is that these techniques require users to predict their future behaviour, something that people are poor at doing.

An alternative method is to examine what people do rather than tell what they are doing. This approach is based on a simple premise: the best predictor for future behaviour is past behaviour. What people do is a better indicator of the underlying user need than what people say.

To avoid simply asking users what they want, user researchers have appropriated the methods of ethnography and applied them to user research. This technique is widely known as "design ethnography' but it differs in important ways from traditional ethnography.

II. ANALYSIS OF ETHNOGRAPHY IN UX

The analysis of the results depends on the method by which the knowledge was collected. In both cases, the research consisted of obtaining a detailed description of the users and their performance of the tasks to be verified, the researchers will use the data to look for patterns and themes, you will be looking for challenges and obstacles. They will look for the challenges and barriers that users encountered and how this effected different users.

One of the methods you can use to analyze the data is to use an affinity graph. This method allows you to take all the observations from research and summarize them so you can get started looking for patterns. The

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researchers will put all the important points on post-it notes and then categorize them into groups related to the same topic.

2.1 Advantages of Ethnography research
    2.1.1   Ability to see firsthand how users interact with technology in their natural environment.
    2.1.2   Identify unexpected issues that a usability test may not have encountered.
    2.1.3   Opportunity to test new product ideas before they are released to the market to see what demand is like

2.2 Disadvantages of Ethnography research
    2.2.1   Because there is a greater insight into the user it takes much longer to generate and analyse all the findings.
    2.2.2   Short studies may not make a user act naturally as they are aware of the researchers present.
    2.2.3   The cost of conducting ethnographic studies is usually much higher than conducting a usability test. Conclusion. Ethnographic studies are a good way to really understand your users and the challenges they face. that they may face in their daily lives.

III.   STRATEGIES FOR CONDUCTING ETHNOGRAPHIC RESEARCH IN UX

3.1 Trust your eyes and ears to a great extent.
Pay attention to conversations being conducted by people, comments made by your participant, and the types of artifacts they have in their work area to help them complete tasks. If possible (and when participants allow), audio and / or video recordings of your research are helpful in reviewing what happened later.

3.2 Always be prepared.
Don't forget the basics when preparing for your ethnographic research. It's good to have extra backup pens, batteries, and recording equipment on hand. Make sure you have pockets or a bag to store your backup gear, especially if you may be on the move.

3.3 Be aware of your presence.
Take into account the environment you are in and how your presence can change the norm. This is especially important when, in environments where observation often has a negative connotation, it is clear that you are not there to judge your users' actions or generate reports. After all, you are there to investigate your users, not the reactions of your users to your presence.

3.4 Plan and schedule as much as possible in advance.
Give yourself space to figure out the logistics: what to do, who to talk to, what space to be in, what tasks to observe, and on what dates and times you can align all of those factors for the Determine when things are slower or busier, more representative, etc., and evaluate your options.

3.5 Have separate sessions for contextual ethnographic research and for more traditional research interviews.
This ensures that you can get in-the-moment observations as well as more thoughtful conversations without potential distractions. When possible, it's ideal for each of your participants to participate in both types of sessions to give you more complete pictures of those people and their processes.

3.6 Prioritize your questions.
You may only get a chance to ask a few questions, so find out which ones are essential and which ones are not. You may be able to rank all of your questions based on which ones you think will be most helpful to you. your questions by topic and select one or two by topic that seem most relevant to you.

3.7 Pair up.
The more that happens, the more useful a second (or third) set of eyes and ears will be. Agree on roles: one person should focus on leading the conversation and the other on taking notes.

3.8 Debrief early and debrief often.

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You don't have to wait until all your research and interviews are done to start discussing what you're seeing. Keep an up-to-date document of any interesting or important observations you make during each session. Discuss what works well in each session and what could be improved for the next. Find out if you need to shift your focus from one session to the next, or dig into something you saw in the previous session.

IV.   METHODS OF ETHNOGRAPHY IN UX

4.1   Passive observation

In passive observation, which can also be referred to as "shadowing", a user is shadowed while they are performing their daily tasks observed by a researcher. Sometimes, before starting the research, users are interviewed alone or in groups to learn more. The observations are documented throughout the day using a number of methods, such as: taking notes, photos, sketches or videos. The research can be done as part of a team so that a larger number of users can be observed and this way researchers quickly get better insight. This observation method is a great way for researchers to see firsthand how users are making their day, and to see if the user is telling the researcher something but is actually interacting in a different way.

4.2   Contextual interviews

Contextual interviews are where the researcher will interact with the users while observing them in their daily tasks, the interviews will be carried out in a natural environment, so as not to seem too formal, the researcher will observe the user performing their daily tasks and will ask questions to obtain information.
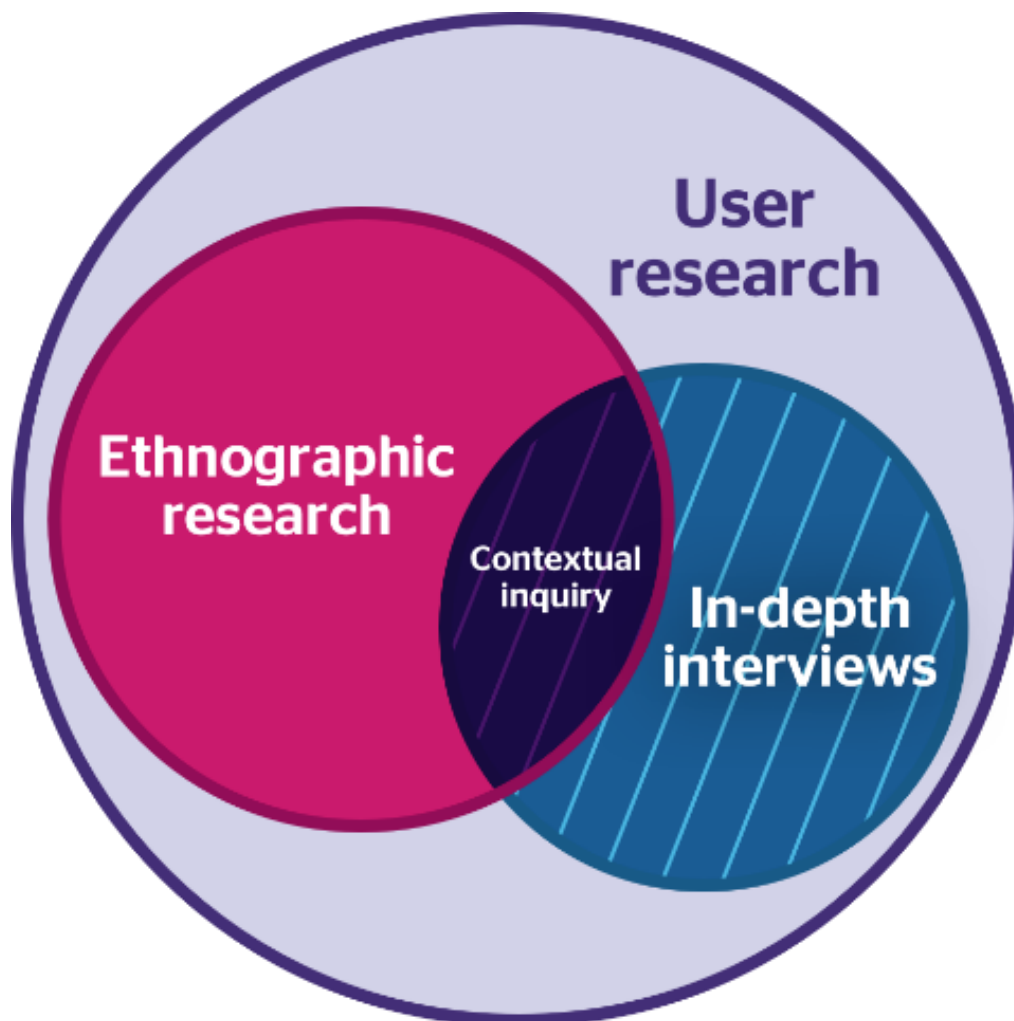

Figure 1: User Research

5   CONCLUSION

Ethnographic studies are a good way to really understand your users and the challenges they may face

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as they go about their daily lives. Research will provide information to your users that you might not have seen if they were in a lab that was asked to complete a task. However, ethnographic studies can be expensive and time-consuming, so make sure you get the research method. correct is crucial to ensure you get answers to your research questions. After you have conducted a study, you should present your findings again. in an informative and meaningful way that will allow teams to use the information to make informed changes, ensuring that their own opinions are not included in the findings.

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