

Design *Thinking*: Ideation Cultural Probes

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Definition

- What are the cultural probes? What is the origin of cultural probes?
 - Experimental research method (qualitative)
 - „open ended“ (Gaver, Dunne, Pacenti, 1999)
 - Design (product, interaction), HCI
 - Collection of maps, post cards, photos, objects, artefacts, and other material
 - To provoke inspirational answers
 - To use as a design material for the designer

Definition

- What are the cultural probes? What is the origin of cultural probes?
 - To use at the beginning of a design or development process
 - To create an understanding of backgrounds, target groups, local cultures
 - To create an access to the target group
 - To understand diversities and identify differences

Application and Goal

- To get to know the potential users
 - To understand the reasons and circumstances of use contexts
 - To find out the digital literacy of the potential users
- To provoke the potential users
 - To get answers from potential users, their ideas, wishes, expectations, problems ...
- To inspire the design
 - To have hints for the design, interaction, requirements, product development

Types

- Adapt to the target group
 - Map probes
 - Object probes
 - Online probes / interactive probes
 - Collages / probes for drawing
 - Photos probes
 - Narrative probes
 - ...



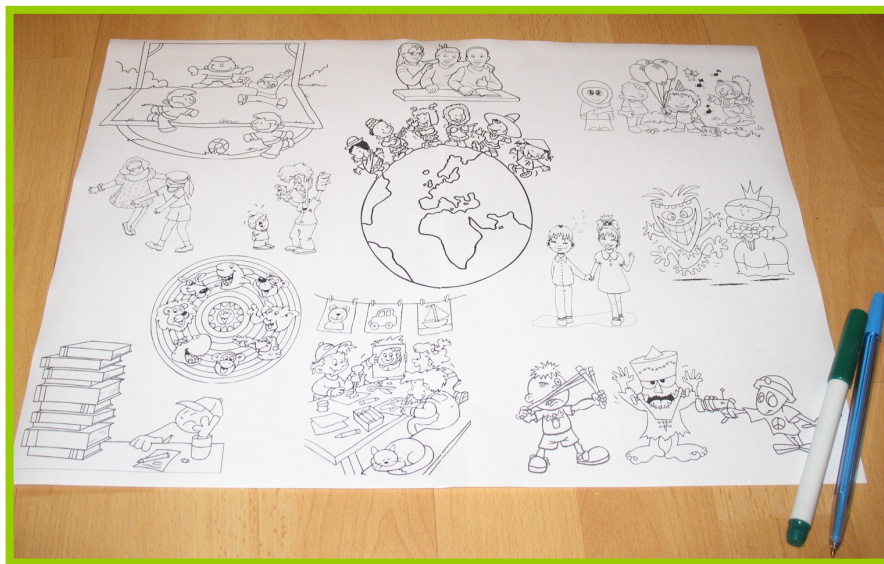
Examples

- Select the type depending on the target group
 - Images / post cards
 - With questions on the backside
 - Maps
 - City maps with questions to individual meeting points or favourite places for instance

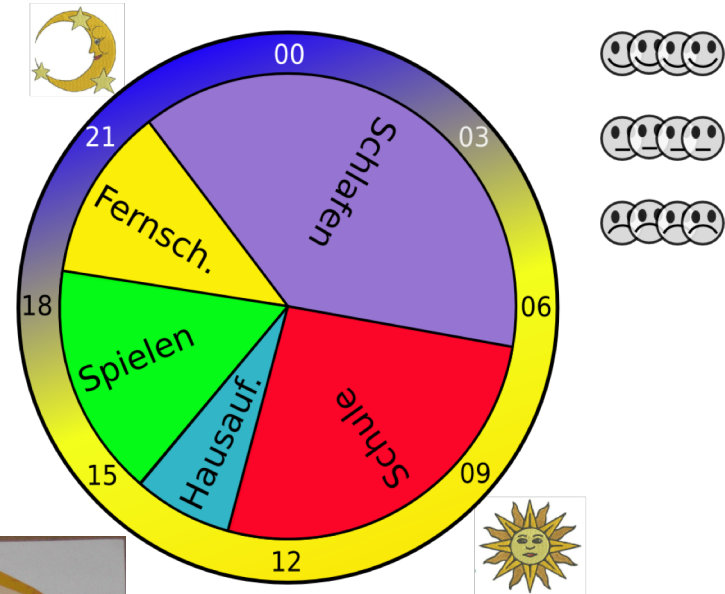


Examples

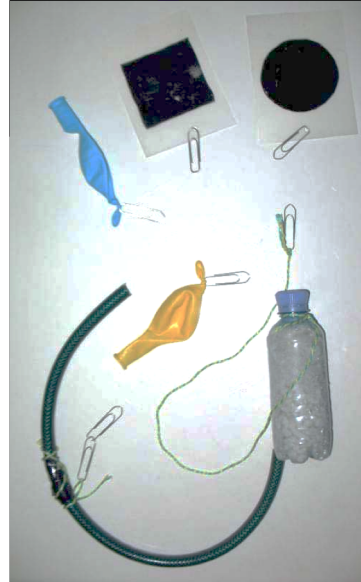
- [illegible]



Examples



Examples



Cultural Probe Package

- Package with probes and instructions
 - Welcome statement
 - Instruction for each probe
 - Probes
 - Container to put everything into



Design

- Good design is appealing to the users
- Adapting to the specifics of the target group
 - Corporate Identity (CI) – use of a consistent colour scheme, logo, typography
 - Visuals – photos, graphics – their quality is important
 - Texts – less text, clear formulation
 - Sounds – material and objects help to formulate the ideas and expectations
 - Tactile – to think about, as content provider, „link“ (key) to reality

“The role of inspirational material ...”

- Impact of material and form
 - Mediator – material and objects help formulate ideas and expectations
 - Communicator – help to think about, to create new content, to link to one’s experiences and history

Examples

1

kommTUI

In dem Kuvert finden Sie 13 Karten.
Bitte beantworten Sie kurz die Fragen.

Technische Universität Wien
Institut für Gestaltungs-
und Wirkungsforschung

Argentinierstrasse 8/187
1040 Wien

Lift im EG rechts hinten
2. Stock - nach Lift rechts
Bitte einfach klingeln.



U4 - Karlsplatz > über Resselpark > rechts vorbei an der Karlskirche
> entlang der Argentinierstr. bis Hausnummer 8

U1 - Taubstummengasse > entlang Favoritenstrasse
> abbiegen in die Gußhausstr. > abbiegen in die Argentinierstr.

Examples



Tauschen Sie sich mit Anderen über Ihre Hobbys aus (wenn ja, worüber)?

.....

.....

.....

Wie tauschen Sie sich darüber aus?
(zutreffendes ankreuzen (X))

- | | |
|--------------------------------|------------------------------------|
| <input type="radio"/> Festnetz | <input type="radio"/> Brief |
| <input type="radio"/> Handy | <input type="radio"/> Persönlich |
| <input type="radio"/> Per SMS | <input type="radio"/> Chat / Skype |
| <input type="radio"/> E-Mail | <input type="radio"/> Internet |



Tauschen Sie sich mit Anderen über gemeinsame Ausflüge aus (wenn ja, welche)?

.....

.....

.....

Wie tauschen Sie sich darüber aus?
(zutreffendes ankreuzen (X))

- | | |
|--------------------------------|------------------------------------|
| <input type="radio"/> Festnetz | <input type="radio"/> Brief |
| <input type="radio"/> Handy | <input type="radio"/> Persönlich |
| <input type="radio"/> Per SMS | <input type="radio"/> Chat / Skype |
| <input type="radio"/> E-Mail | <input type="radio"/> Internet |

Analysis

- The filled in probes
 - Qualitatively inspecting: check the content and analyse (min. 5 probe packages)
 - Questioning: ask questions and have a talk with the person who filled in the probes when handed over the filled in probe package
 - Comparison: find out similarities
 - Identification of specifics: hints for wishes, conflicts, situations

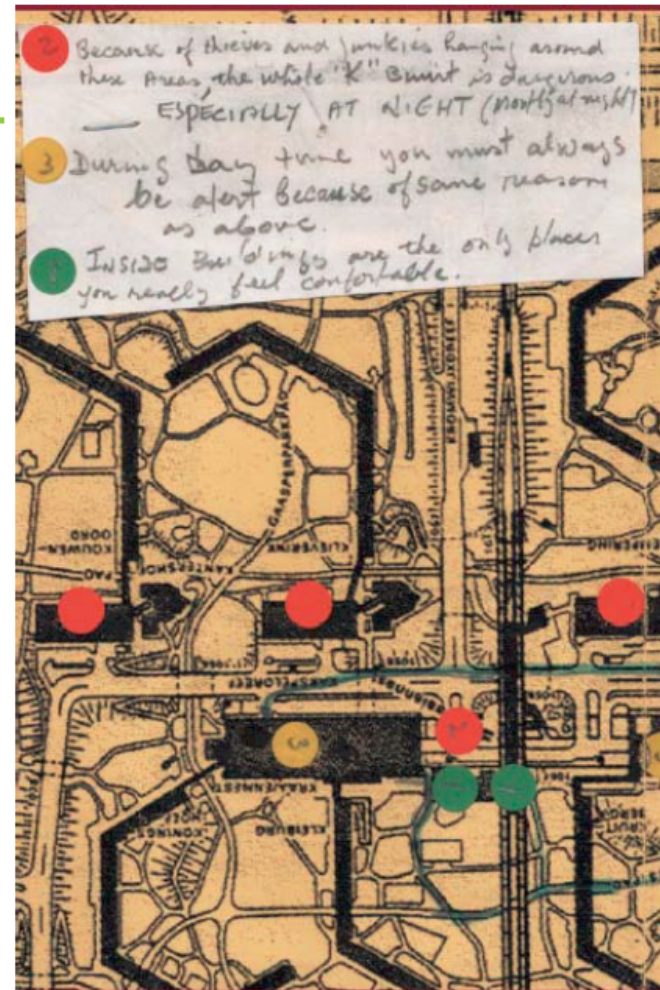
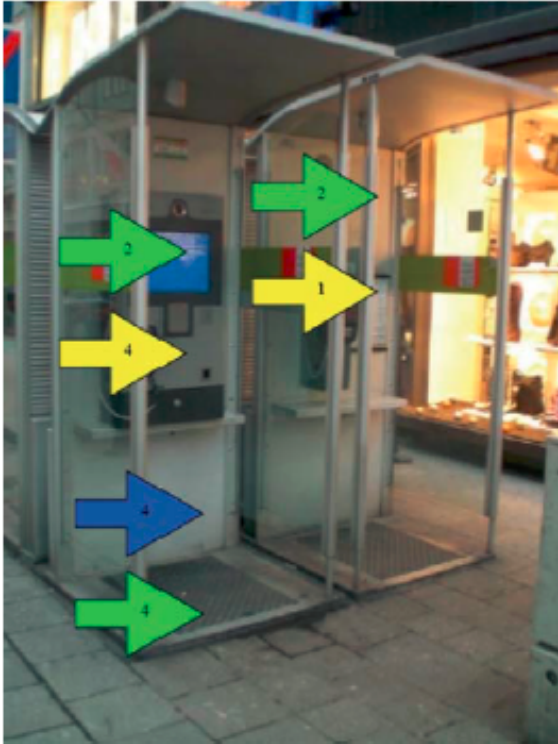
Analysis

- For each probe
 - Describe
 - +
 - Compare
 - Maybe by using tables to ease the comparison
 - Show contradictions and similarities
 - \neq Interpretations

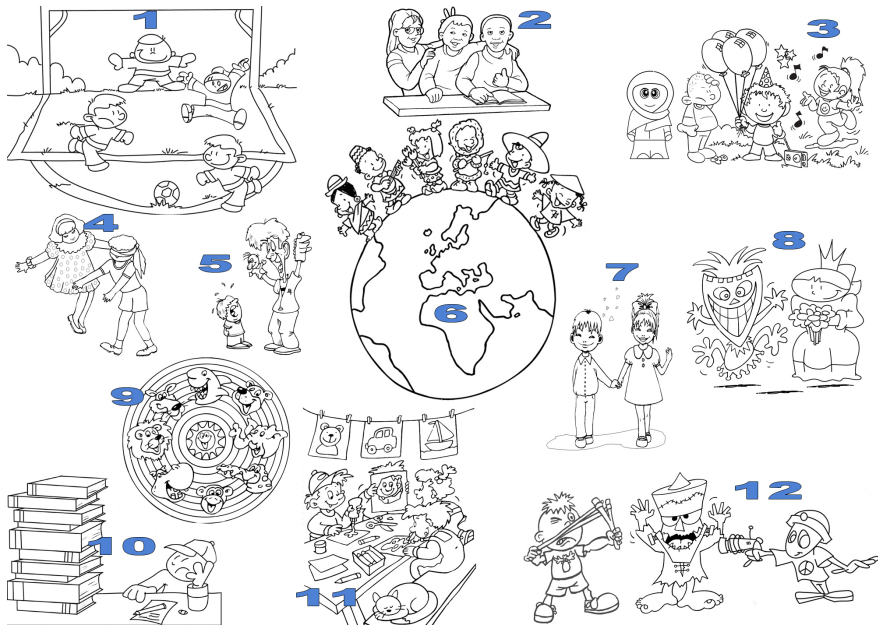
Examples



Examples



Examples

[illegible]

HA4 – Cultural Probe

- Design + Use of a Cultural Probe Package
 - Design + Implementation:
 - Design a Cultural Probe Package with min. 2-3 probes
 - Design the CI and the container of the Cultural Probes
 - Distribution + Collection:
 - Distribute the probes to min. 5 users
 - Collect the probes that are filled in (at least 5 probes must be filled in)
 - If needed talk to the users to clarify things while collecting them or ask them later
- Analysis of the probes
 - Inspect the probes:
 - Identify the emotions, fears, pleasure, etc., ideas, inspirations
 - Analyse:
 - Identify the reactions to the stated questions and themes
 - Value the information about personal things and use qualities

HA4 – Cultural Probe

- Documentation and presentation of the results
 - The design process and the final Cultural Probe Package (Photos)
 - The filled in probes (examples, parts, ...)
 - Analysis
 - Main findings and output

- 1 document per group
- As part of the presentation in the intermediate presentation