



Primary Research - Contextual Inquiry

Design Thinking & Innovation
Project

Section: P5, Week 5



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: P5
Week 5



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

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DT&I Project

P5 DT&I Project Primary Research Contextual Inquiry

Module P5:

THINK!
DESIGN



P5.1

DT&I Project Primary Research + Contextual Inquiry



DT&I Project - Primary Research:

Project Based Hands-on Learning Process:

- 1 Identify and locate users relevant to your Topic
- 2 Make use of Contextual Inquiry Methods
- 3 Observe and Converse with the users at their location/place
4. Make Summary of the findings through the use of notes
5. Categorize the notes, find Affinities and mark its Relevance



DT&I Project (DT&I) Steps:



DT&I Project Steps and Deliverables - week 5:

1. Identify and Locate Users relevant to your Topic

- Identify appropriate **users relevant for your Topic** (you can use User participant Mapping).
- Find the **location of the user** and contact them so that you can go and do user studies at their place.

2. Make use of Contextual Inquiry Methods

- Make use of Contextual Inquiry method to **understand the needs of the user** through **observations and conversations** at the **user's own location or environment** while the **person is doing/performing the activity**.



DT&I Project (DT&I) Steps . . .



DT&I Project Steps and Deliverables - week 5 . . .

3. Observe and Converse with the users at their location/place :

- **observe the Users** at their natural location while using the product or the service.
(Sketchbook/Notebook to take down points will be quite useful)
- **Converse with the User** while he/she is doing the activity to get the user's thoughts, opinion, feedback, challenges while using the product or service.

4. Make Summary of the findings through the use of notes:

- Go through the information (both observations and through conversations) and **write the summary as key phrases on Sticky Notes**

5. Categorize the notes, find Affinities and mark its Relevance:

- Sort these with **affinities into categories** and **mark its relevance**



**Thanks for
Listening**

DT&I Project
Section: P5
Week 5

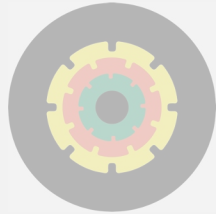
THINK!
DESIGN

DT&I Course – Week 5:



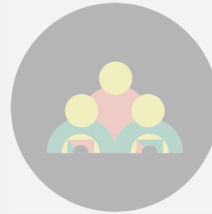
DT&I
Process
(20%)

- > Primary Research
Part 1
- > Interacting with Users



DT&I
Tools
(20%)

- > Contextual Inquiry



DT&I
Project
(50%)

- > Primary Research
- > Contextual Inquiry



DT&I
Case Study
(10%)

- > Case Study
Project 'IxD
Project'



Supporting Organizations:



D'source Project
IDC, IIT Bombay



Open Design School
IDC, IIT Bombay



MoE's Innovation Cell
AICTE, New Delhi



Credits:

Content:

Prof. Ravi Poovaiah



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