

Intro to Contextual Inquiry

Selected material from *The UX Book*, Hartson & Pyla

Contextual inquiry starts with system concept statement

- Starting point for contextual inquiry to make sure everyone is on the same page
- System (or product) concept statement
 - Typically 100 to 150 words in length
 - Mission statement for new system to be developed
 - Explains system to outsiders
 - Helps set focus and scope for system development internally

System concept statement

- Answers at least the following questions:
 - What is the system name?
 - Who are the system users?
 - What will the system do?
 - What problem(s) will the system solve? (Be broad to include business objectives)
 - What is design vision and what are the emotional impact goals?
 - In other words, what experience will system provide to user?
 - Especially important if target is commercial product

Introducing a running example

- Existing: The Middleburg University Ticket Transaction Service (MUTTTS)
 - Central event ticket office, like the one on campus
- Target: The Ticket Kiosk System
 - Distributed self-serve kiosk system
 - Especially want kiosks at bus stops around town

Example: For Ticket Kiosk System

The Ticket Kiosk System will replace the old ticket retail system, the Middleburg University Ticket Transaction Service, by providing 24-hour-a-day distributed kiosk service to the general public. This service includes access to comprehensive event information and the capability to purchase tickets rapidly for local events such as concerts, movies, and the performing arts. The new system includes a significant expansion of scope to include ticket distribution for the entire MU athletic program. Transportation tickets will also be available, along with directions and parking information for specific venues. Compared to conventional ticket outlets, the Ticket Kiosk System will reduce waiting time and offer far more extensive information about events. A focus on innovative design will enhance the MU public profile while “Fostering” the spirit of being part of the MU community and offering the customer a “Beaming” interaction experience. (139 words)

Project Activity

- Write a system concept statement for your project