

Assignment 1

The question on this assignment is related to Ethnography Chapter 9 in your books. Please read the Chapter!

In the class on Wednesday, September 3, you participated in a small demonstration of what ethnography is about. You had a role of a user, designer or ethnographer. This time, you should be an ethnographer first, and then you should switch the role to that of a designer and identify a design opportunity based on your mini-ethnography.

You can do your observations in the institutions that you would be using related to your project (a museum – any would do, a library, a work place using large software), or you can observe people in some other context, see for example Research Design Exercise 2 in your books, pg. 247, but you should not work in a group, you should do this exercise alone. Carry out observations for minimum of 30 minutes. Write down what you observed and what you learned.

Your delivery should contain the following:

- When and where you did your observations
- Drawing of the site
- Write down what you observed
- Write down lessons learned from your observations (do a bit of analysis)
- Write down if there is something else you would do as an ethnographer to further support your findings (It may be difficult to do something else besides passive observation, but you could state what you could do, hypothetically, if you had more time or if you made some interesting discoveries during the observation).
- Switch the ethnographer hat for a designer hat and describe a design opportunity /or lack of it, based on mini-ethnography findings.