When designers want to understand use

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If designers want to do ethnography Hannah Arendt's framework for what it is to be human should be considered – where should *Your design (your work)* fit in, and for what do you want to be acknowledge as a designer

The human condition: humans are suspended in three strings that keeps us moving in the world:

Labor: the process by which we produce and reproduce in living exchange with the environment.

Work: the traces we leave behind when we leave/die, and which is also the meaning we attribute to our being in the world, the project we imagine to be engaged in.

Doing: the act of interacting with the environment through which we make ourselves recognized as individuals. It is by our doings we stand up and stand out

… if you as designer still want to do ethnography, then consider …

Don't

- Assume you already know

- Go to the field with 'an open mind'

- Rely on those who are willing to talk

Do

- Prepare and get to know as much as you can in advance

- Make your own assumptions explicit

- Make sure you cover the field in question

Instead of thinking 'use' – think: action, and look for appropriation

Action as in activity theory

- intentional

- shaped by opportunities, capabilities, and environmental constraints

- part a living, self-regulating system

- interplay between doing and talking

- sensemaking

Appropriation (Bakhtin)

(1)   Anticipation

(2)   initial familiarity

(3)   development of repertoires of routines

(4)   development of new forms of use

Visual anthropology: labor, work and doing

Labor: Household waste management in Burkina

A walk through UserTEC project

Christiansen, E., & Andersen P.V.K.; 'Nordic contributions in IS Research', 4th Scandinavian Conference on Information Systems, SCIS 2013, Oslo, Norway, August 11-14, 2013 Proceedings, Margun Aanestad & Tone Bratteteig (Eds.), Springer Heidelberg Dordrecht London New York

If labor -> automation; if work and doing -> homekeeping

Få en styrbar
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UserTEC wp 2: What we know, our prejudices, and pattern-coverage

- We can assume that 50% will be forced users, and since 'all' is important in case of consumption reduction, we must cover patterns of both forced users and first movers

- We seek patterns of interplay between doing and talking regarding 'Anticipation',' initial familiarity', 'development of repertoires of routines', 'development of new forms of use'

- The patterns we find, we communicate to our group through a toolbox of materials: video-scenarios, games, prototype-mock ups

- The burning issues we take up and research ourselves, too

HEMS dilemmas - how to make ethnography inform them?

Automatic regulation versus situated self-determined regulation

One in all or all in one

Self-explanatory operation versus operational training

- We over and over hear households talk about the logic of the controls of their house
- The lead users also say that they want to 'know' their house
- One of the forced users talk about what a nice proces it is to 'set the lightning' herself

- And where does that take us?

Two burning issues in the 'ethno-UserTEC material'

- Customers are not happy with the work of the installer

- communication from customer to installer and from producer to builder and from builder to installer reveal a very silo'ed communication-situation in the building sector regarding customers/users