

From **observations** to
innovationtracks

Innovation-tracks:

A potential direction for the further development and a better future.



“Everyone designs who devises course of action aimed at changing existing situations into preferred ones.”

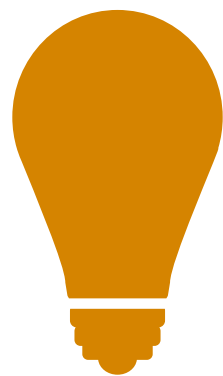
Herbert Simon (1969)

Innovation-tracks:

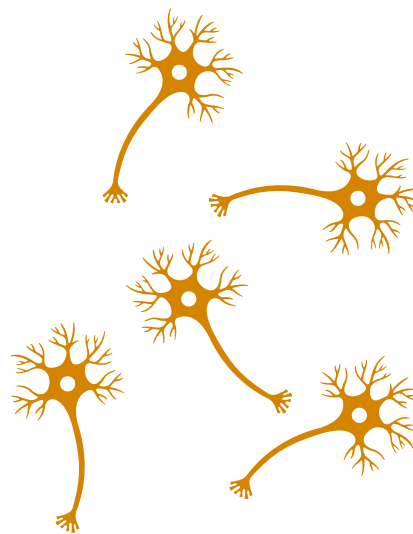
A potential direction for the further development and a better future.



Observations



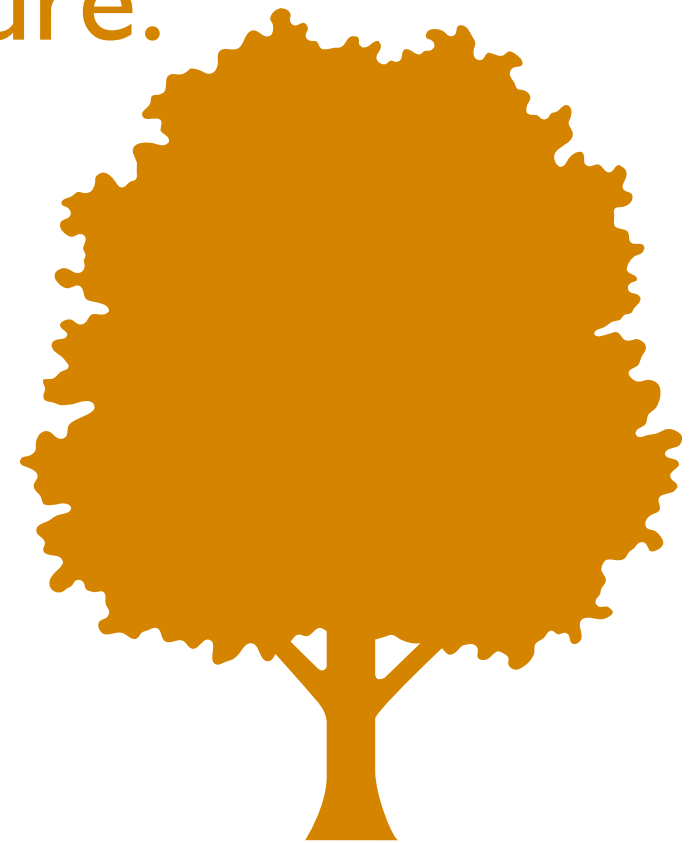
Insights



Innovationtracks



Ideas



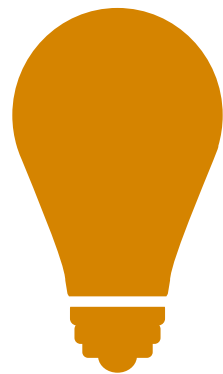
Concept

Innovation-tracks:

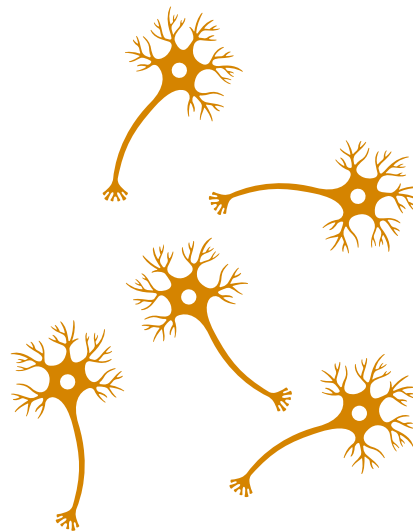
A potential direction for the further development and a better future.



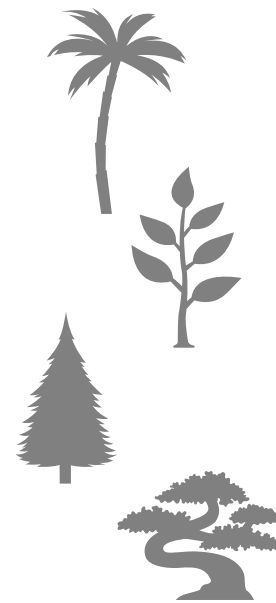
Observations



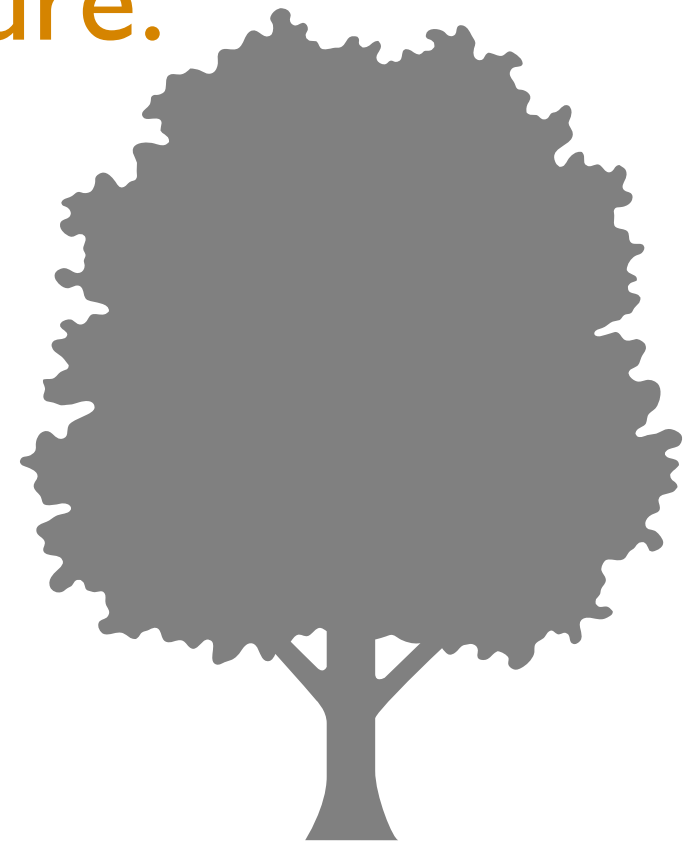
Insights



Innovationtracks

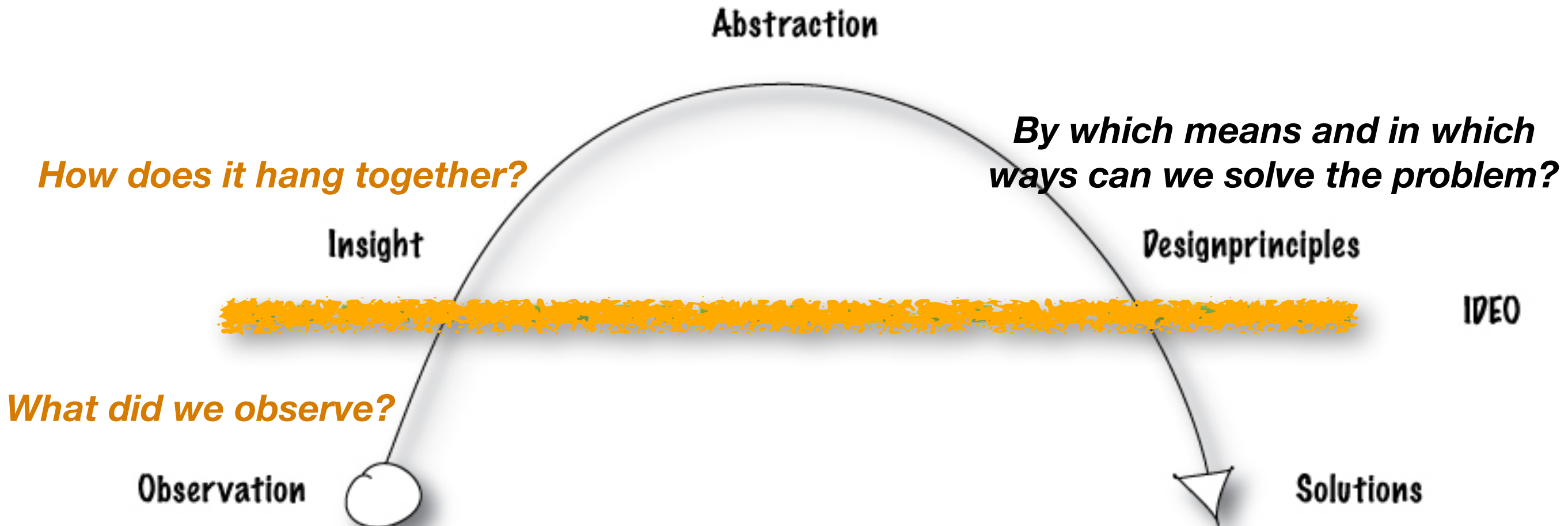


Ideas



Concept

*Which potential better futures (in a abstract manner) can we envision?
Aim for 5+ innovationtracks*



I. Apply Video

- A. video snippets** to support a your insights & involve your case-partner
 - B. video portrait** to portrait a specific situation or the problem at hand
- or**

2. Affinity diagram to map out 'what is at stake' and how things hang together

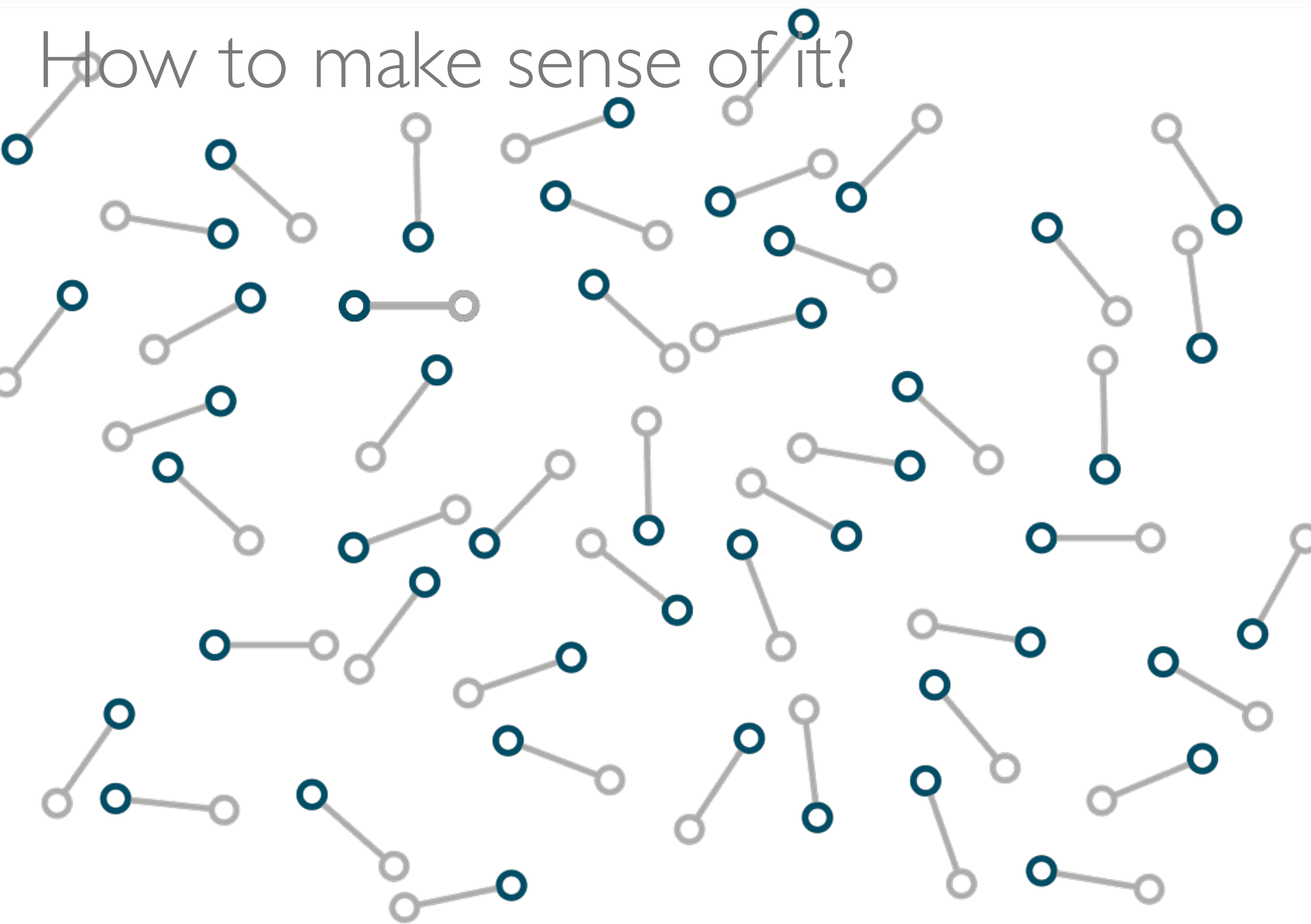
You may choose one of these, a combination or a method that you already know and fits the case...

Different suggestions (as inspiration) to
how you can go from field data to
proposing directions (innovationtracks)
& how your collected data (video) can play
a significant role in your monday meeting

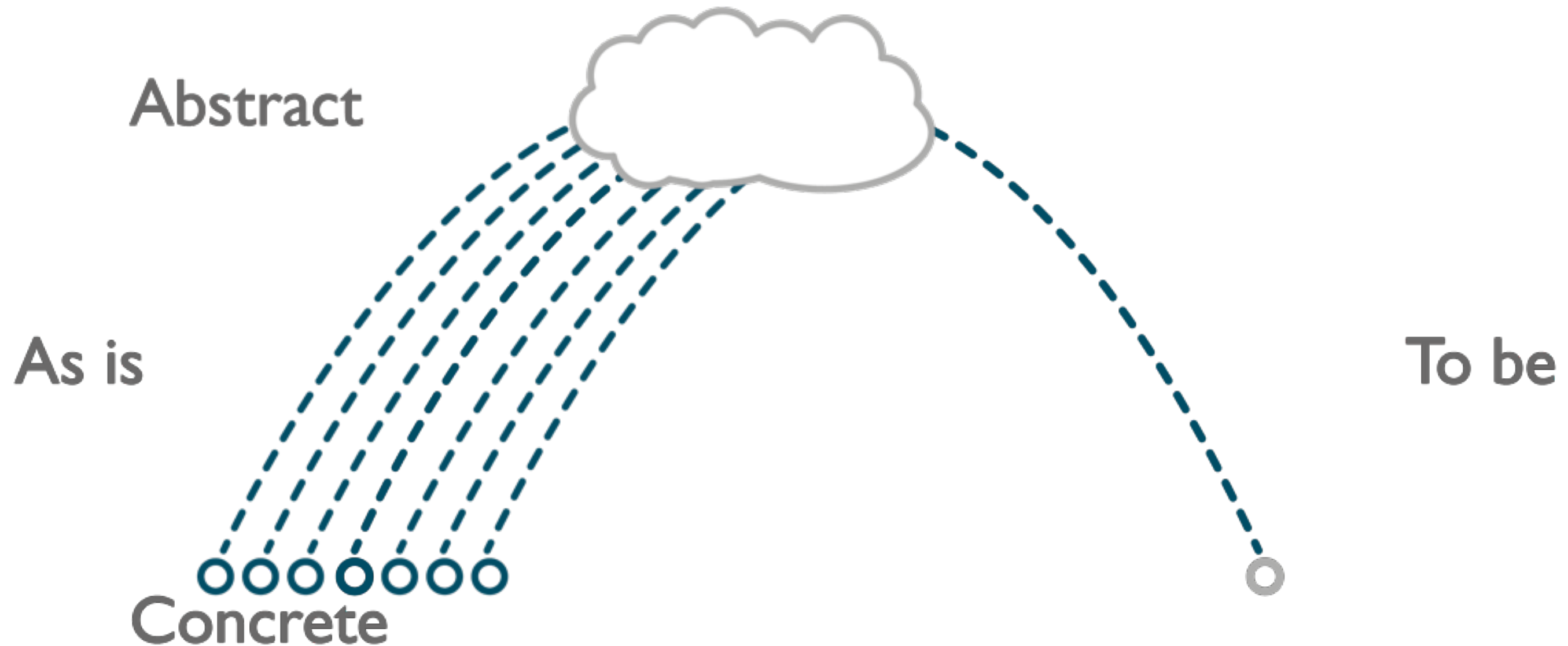
U CrAc Your current challenge



How to make sense of it?



design ethnography process



inspired by IDEO

“A designer begins to act as a translator. Both visualizing ideas as they are developed and refined and also **translating vague descriptions, gestures, or references to new ideas,** into more actionable concrete representations that can be explored further (...) “

Jon Kolko (2011)

Data

Information

Knowledge

Wisdom

NO - WE NEED MORE & MORE DATA!

*Do what you can,
where you are,
with what you have!*

Teddy Roosevelt

The choice of video

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video works

“Watching video collaboratively gives the viewers a **common frame** for reflection even though they **may not experience the same thing**. Video recordings make it possible to review a situation several times to **reveal nuances and to share interpretations** of what happened.”

(Buur, Brandt & Binder 2000)

be quick, critical and thorough

Quit rigid transcription, but edit as you go along.



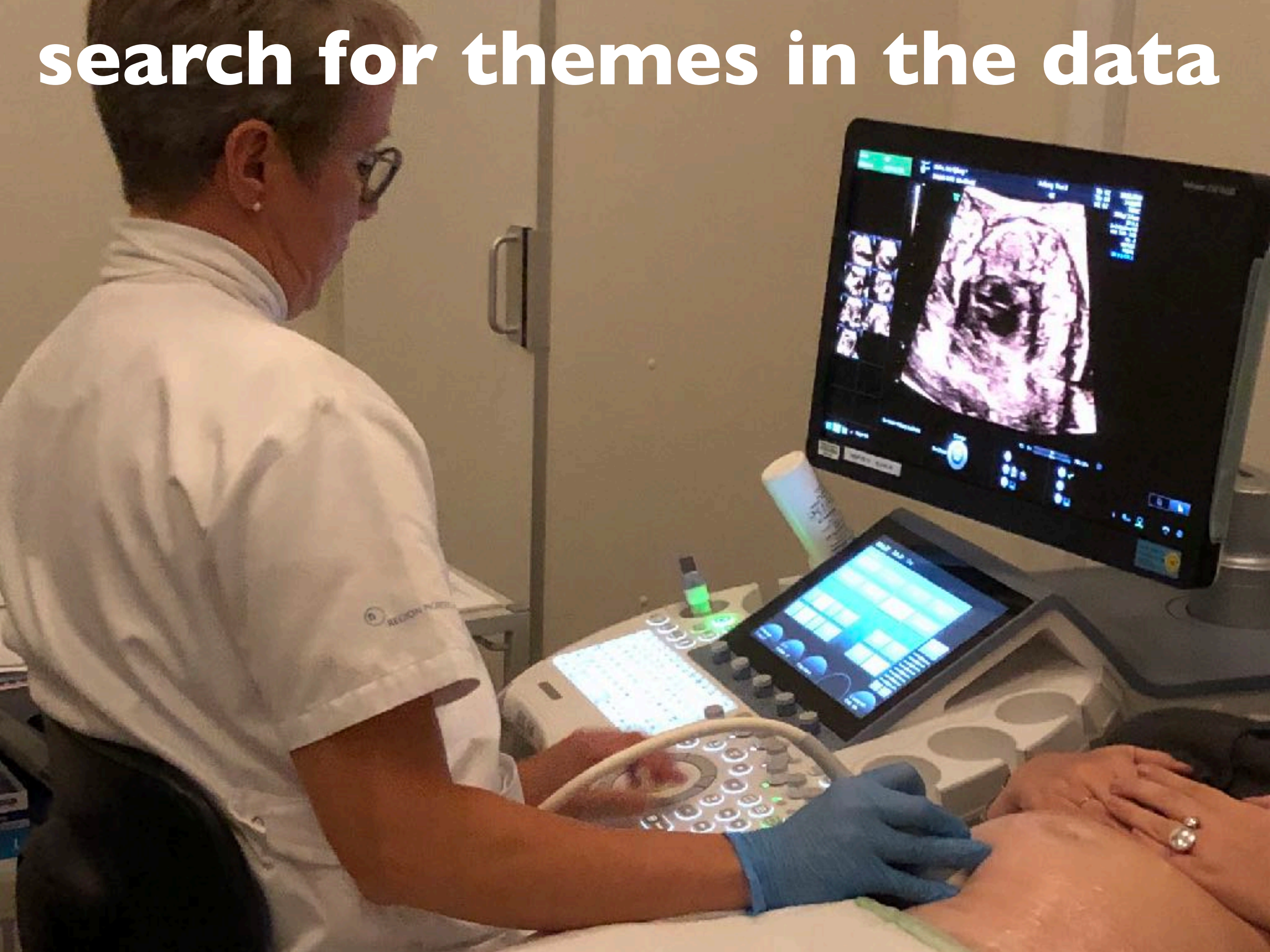
- *what is valuable to the user*
- *what surprised you*
- *what supports your expectations*
- *what challenges the initial idea*
- *what seems interesting without being able to explain why*

A. Video snippets

“...**video snippets**, fragments from the field study. The fragments are gathered from video recordings made during the field studies. The snippets are **not intended to give a complete picture** of the practices, but **glimpses** of the practices that seem to be important to the practitioners or are interesting for the project as such.”

Martin Johansson 2005 PhD. dissertation

search for themes in the data



search for themes in the data



Dynamic interaction & multiple foci
(video snippet of xx seconds)

Video snippets to find focus

“... design interpretation calls for the **capacity to identify patterns** that transcend individual observations of human interactions, **the skill to build new ideas** on these, and **the ability to relate the whole to a design project's aim**.”

(Ylirisku & Buur 2007, p. 93)

Design team
- personalities
- disciplines
- skills

Project context
- aims
- domain
- organisation
- time

Interpretation

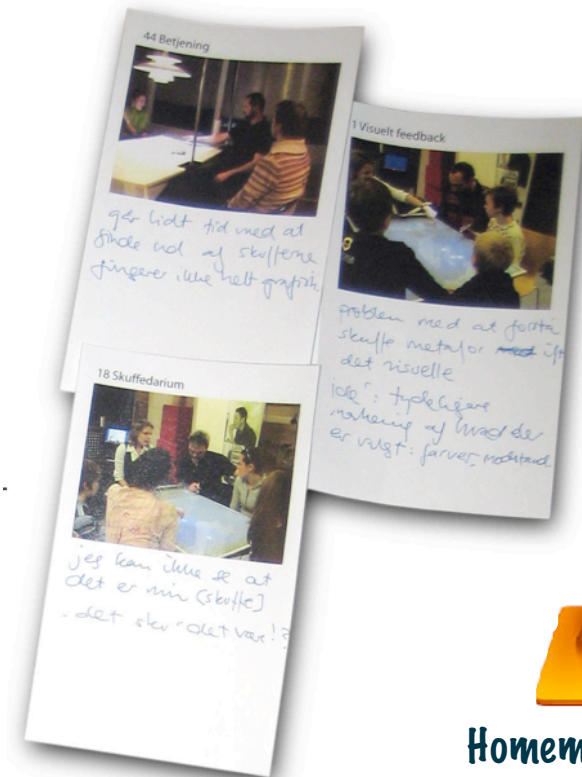
Users on video
- activities
- appearance
- environment



Laila explains the problem concerning communication



Shows a situation of misunderstanding the patient



Homemade solutions

A. Video snippets to support your argumentation

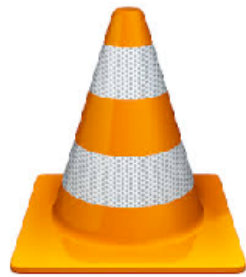


B. Video portraits

“The video portraits are our **first representation**.
They **set the stage** for our design by being the first attempt to portray the environment, the people and the activities in a way that makes sense to us as well as to the people portrayed”

Buur, Binder & Brandt 2007

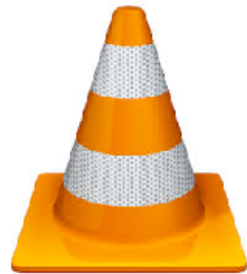
search for themes in the data



Laila explains the problem
concerning communication



Homemade solutions



Shows a situation of mis-
understanding the patient



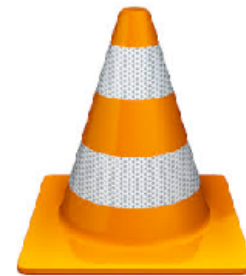
Different perspectives



Using FB via phone

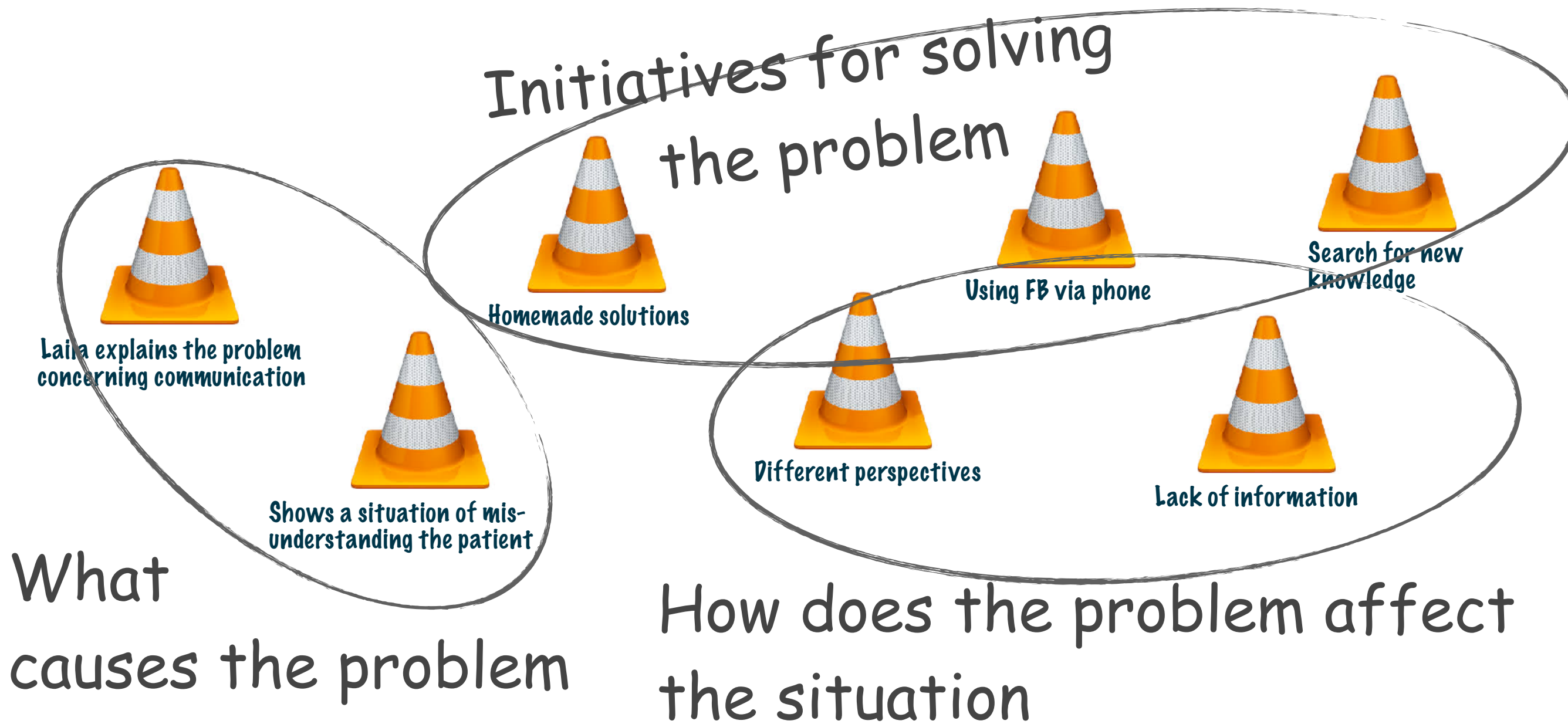


Search for new
knowledge



Lack of information

search for themes in the data

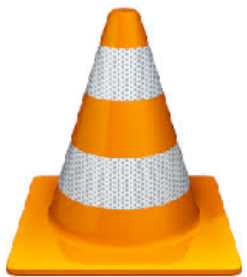


B. create a portrait with video

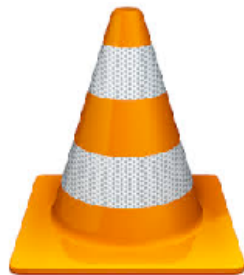
Introduction
& problem

Challenge &
consequence

Local
initiatives



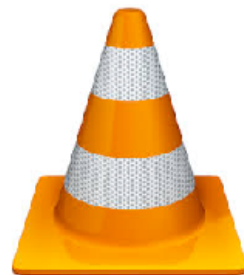
Shows a situation of mis-
understanding the patient



Laila explains the problem
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Lack of information



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knowledge



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Homemade solutions

Sorry, only in danish. . . .



B. video portrait & innotrack

1. Build an representation with the Video Portrait
2. Show it & discuss it
3. Propose your innovation-tracks & discuss them

- a method to cluster & bundle facts / ideas



3. Affinity diagram (simplified versions)



Write notes on post-its (maybe also note time)

Go through all the post-its to select the 24 'essential ones'

Order them at a large paper to portray the certain field / user / experience

3. Affinity diagram (simplified versions)



Write notes on color-coded post-its with regard to user / field (maybe also note time)
Sort and order them at a large surface to detect and identify themes
Transform the themes into innovationtracks - *better futures*.

3. Affinity diagram in the meeting

1. Walk them slowly through (present them)
2. Discuss the themes
3. Propose your innovation-tracks & discuss them in relation to your affinity diagram



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