

Contextual Innovation:
ethnography with a
consumer-driven spin

HOW TO CREATE BREAKTHROUGH PRODUCTS AND SERVICES THROUGH CONTEXTUAL INNOVATION



What you will learn:

- ▶ How to successfully introduce products and services to new markets
- ▶ How to apply user needs and cultural context to drive design ideas
- ▶ How to transform data into practical insights and product concepts



Human Factors
International

2-Day
Comprehensive Course

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HOW TO CREATE BREAKTHROUGH PRODUCTS AND SERVICES THROUGH CONTEXTUAL INNOVATION

New markets require designs that have not been force-fit to the new environment. Contextual Innovation is HFI's systematic process of inquiry to gain practical knowledge about your target markets to develop novel, useful, and effective products and services. Learn how to gain a deep understanding of user needs and cultural context to drive design ideas, business models, and technological investigations. Convert large amounts of ethnographic data into viable concept ideas with HFI's Ecosystem Chart. This course provides proven methodology, tools, and techniques to drive innovative design for your expanding markets.

Course Objectives

At the end of this course, participants will be able to:

- ▶ Select domains that are the most culturally appropriate for your core competencies.
- ▶ Determine the inherent alignment between these domains and core competencies.
- ▶ Select and detail profiles of the selected user segments.
- ▶ Conduct ethnographic studies, given usual time and budget constraints.
- ▶ Quickly transform huge amounts of data into significant insights and practical concept ideas.
- ▶ Learn to use the Ecosystem Chart to organize all your observations in the most effective way.
- ▶ Generate several concept ideas and then select the best.

Who Should Attend

Industrial designers, design researchers, ethnographers working with design teams, mid-to upper-level managers involved in the development and management of new products. This may include functional areas such as new product development, marketing, research and development, business development, general management and design.

Prerequisites

None

COURSE OUTLINE

DAY 1

INTRODUCTION

1 Contextual Innovation

- ▶ The story of Neelama

FIND YOUR SPACE

2 The Lahiri List

- ▶ Concept of social affordance
- ▶ How is social affordance important to the innovation process?

Exercise: Create a “lahiri list”

3 User Segmentation and Data Review

- ▶ Define general target populations
- ▶ Gather demographic, behavioral, and psychographic data
- ▶ Select the target user segments

4 Domain Brainstorming

- ▶ Develop brainstorming protocol
- ▶ Selecting best choices for potential domains

Exercise: Conduct brainstorming session

KNOW YOUR USERS

5 Segmented Personas

- ▶ Consolidate user profiles for the selected domain

Exercise: Prepare persona descriptions

6 Conducting Ethnography

- ▶ Creating an ethnography pack
- ▶ Concept of “feedforward”
- ▶ Creating culture probes

Exercise: Prepare a culture probe

Exercise: Conduct user observation/interview

DAY 2

7 Analyzing the Ethnographic Data

- ▶ The Ecosystem Chart™

Exercise – Using the Ecosystem Chart for analysis

CREATE CONCEPTS

8 Successful Concept Creation

- ▶ Creating concepts from the ecosystem chart

Exercise: Conduct concept brainstorming

9 Parallel design of concepts

- ▶ Consolidation of optimized designs

Exercise: Creation of initial concept designs in parallel groups

10 Concept Modeling

- ▶ Model costs, value
- ▶ Calculate ROI for each concept
- ▶ Enumerate risks

11 Concept Selection

- ▶ Review the concepts and business models
- ▶ Elimination of very high risk concepts

12 Final Recommendations

How much do you know?

Test your knowledge on Contextual Innovation with HFI’s ten-question quiz.

www.humanfactors.com/downloads/CIquiz.asp

Sample Question:

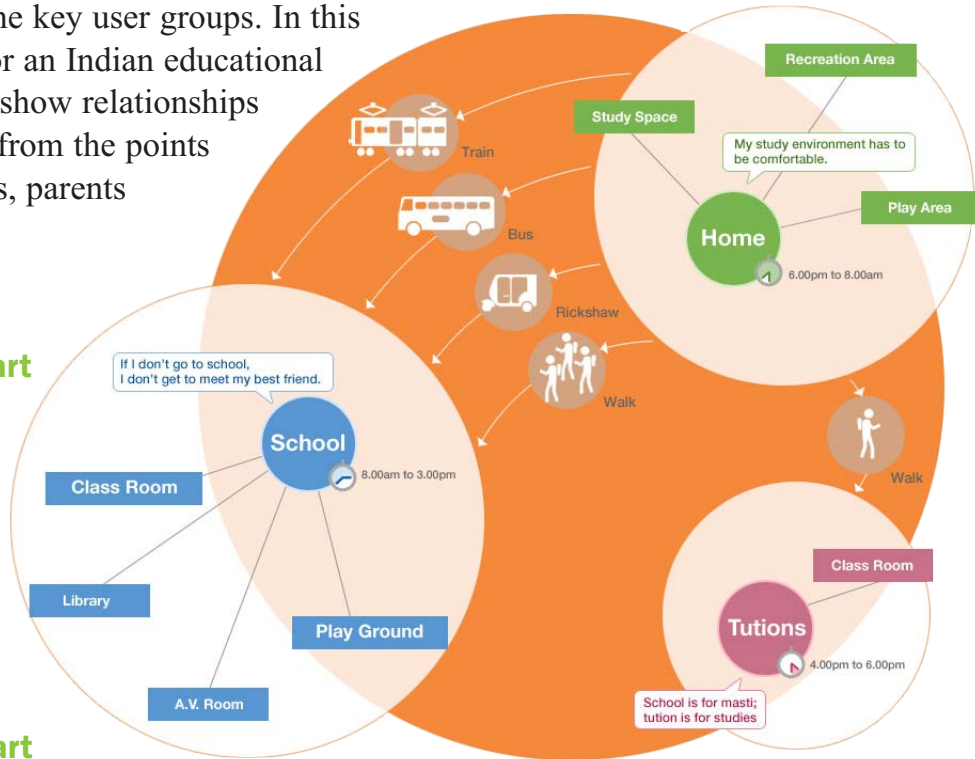
When is Contextual Innovation best applied?
(Check all that apply.)

- To finalize on an existing concept
- To identify new features for an existing product
- To test a developed product with end users
- To develop new products and processes
- To identify potential usages of a new technology

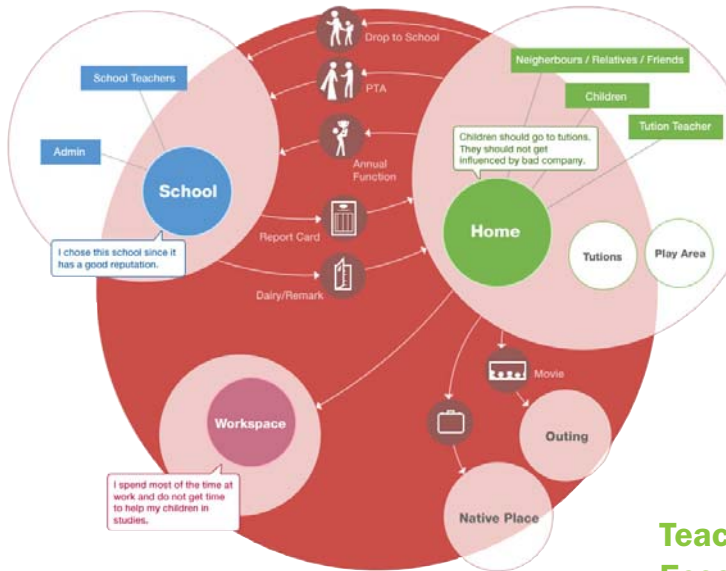
ECOSYSTEM CHARTS SUPPORT CONTEXTUAL INNOVATION

In this course you will learn how to create and use ecosystem charts. These charts give a snapshot of a system without having to sift through tons of ethnographic data. We create a chart for each of the key user groups. In this example project for an Indian educational system, the charts show relationships and dependencies from the points of view of students, parents and teachers.

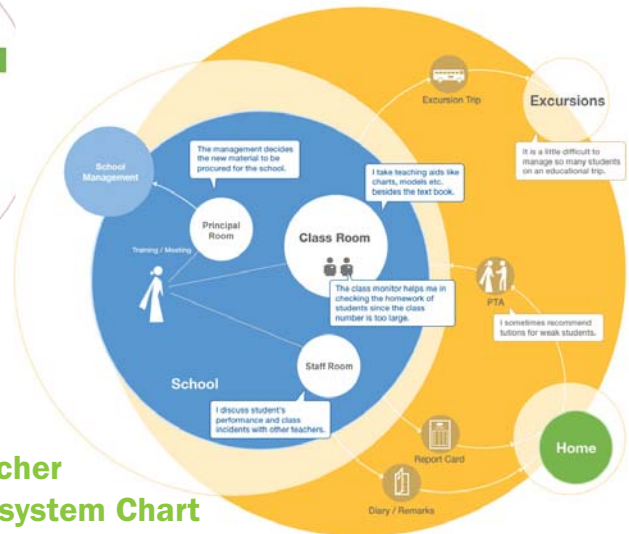
Student Ecosystem Chart



Parent Ecosystem Chart



Teacher Ecosystem Chart



These charts show the current practices, pain points, and relationships between the key user environments in the ecosystem. They provide a framework for brainstorming sessions to identify opportunity spaces.

Note: These charts use terminology that might not be familiar to non-Indians: "tution" relates to individual tutoring programs, and "masti" means having fun.

A partial list of companies
where we have taught
human factors seminars

Agilent Technologies
Airborne Express
Ameritech
AT&T Information Systems
Beckman Coulter
Bell Laboratories
Blue Cross/Blue Shield
Bureau of Census
ChevronTexaco
Cincinnati Bell Info Systems
Continental Insurance
Deloitte Consulting
Ericsson Information Systems
FedEx
Fidelity Investments
Ford Motor Company
General Motors
Hewitt Associates
Hewlett-Packard
IBM
Library of Congress
McKesson HBOC
MCI
Metropolitan Life Insurance
Motorola
National Semiconductor
Nextel
Northern Telecom
Paychex
Prudential Life
RBC Royal Bank
Social Security Administration

COURSE DEVELOPERS AND INSTRUCTORS



APALA LAHIRI CHAVAN, MA, MSc, CUA
VP ASIA

■ Apala is a world-renowned expert on Contextual Innovation—the discipline of creating breakthrough product concepts and adapting existing products, services, and technologies to new markets. HP Labs, adidas, Nokia, Sony Ericsson, NCR, and Intel are just a few of the companies that have benefited from Apala’s innovative, pioneering techniques in this exciting and growing field.

Apala and her CI team have helped designers, marketers, product managers and ethnographers apply her innovative techniques to develop exciting new concepts and products. She systematically guides the ideation process to uncover subtle patterns in ethnographic and market data to reveal the exciting breakthrough ideas that can drive your business and generate more revenue and profit.

Apala has developed a vast array of data-gathering techniques, including the Bollywood Method, Bizarre Bazaar, and the Funky Facilitator, which help understand the user experience in a variety of cultural and economic environments. She and her team pioneered the “Ecosystem Chart” which organizes vast amounts of ethnographic data into a coherent model. She is a creative and dynamic speaker who has received acclaim in USA, Canada, Europe, India, and China for her keynote talks on contextual innovation, internationalization, and designing for emerging markets.

Some of Apala’s Contextual Innovation projects include:

- Cell phones for the Indian market.
- Microcredit system, managing small loans to farmers and small businesses, with operators who could only read numbers, not text.
- Researching media applications in rural markets.
- Applying handwriting recognition in small businesses in India.
- Unusual applications for ATM machines.
- Identifying latent needs in emerging markets for U.S.-based home medical equipment used in the therapy process.

Apala has been with HFI since 1999 and is currently Vice President of Asia, managing offices in India, China, and Singapore, and a Contextual Innovation lab in Bangalore. An award-winning designer (International Audi Design Award), Apala has led teams spanning design, development, testing, and deployment of software products. In addition, she is ACM SIGCHI’s Vice Chair for local chapters.

On a more personal note, Apala is fascinated by Indian history and culture and loves ethnic outfits. She loves traveling, seeing temples, historical sites, and beautiful landscapes. She has been all over Europe, North America, and Asia. She is trained in classical Indian dance and is learning international ballroom dance.



SARIT AURORA, CUA
PROJECT DIRECTOR

■ Sarit is a Group Leader at Human Factors International (HFI). He has more than 10 years of experience in User-Centered Design, and heads up HFI’s Bangalore office. Sarit is experienced at employing contextual innovation methodologies to identify new opportunities. He has done ethnographic research in Colombia, China, Chile and India.

Sarit’s work in Contextual Innovation includes the design of accounting systems and products for Microfinance needs in rural India, the design and evaluation of low-cost ATMs for NCR for emerging markets, product ideation for educational needs for Intel, design concepts to eliminate paper-based workflows in the banking domain for HP, user research and design recommendations for a home dialysis machine for an American medical company, and user research for Yahoo to understand the motivation and the usage patterns of chat and mail in India.



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in user-centered design**

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