

CULTURE

Our learned and shared ways of living.

CONTEXT

A physical, social, and mental construct of our surroundings and situation.

COGNITION

All of the processes that drive our ability to perceive, understand, and take action.

RESEARCH METHODS

- Card Sorting
- Free Listing
- Taxonomy Testing (Treejack)

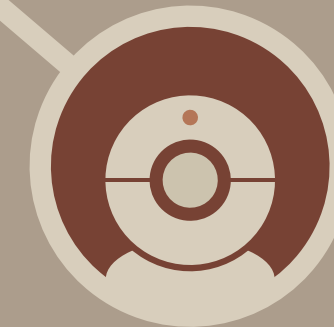


RESEARCH METHODS

- Contextual Inquiry
- Contextual Design
- Observational Studies

RESEARCH METHODS

- Ethnographic Interviews
- Participant Observation
- Cross-Cultural Comparison



EXPERIENCE

COMMUNICATION

Culture shapes how we establish relationships, how they work, and how they change over time. Context determines the form they take. Cognition drives our ability to make them effective

SHARING

Our cultural norms determine what we share and with whom. The context will set the level of the disclosure. Cognition drives our ability to pick up on social cues.

CONSUMPTION

The media we create and consume rarely stray from accepted cultural forms. Context determines what we consume at a given time. Cognition pushes us towards a preferred format.

CONTROL

Our comfort level with the remote use of systems depends on cultural values. Context informs our judgement. Cognition gives us the ability to work a remote object into our current context.