## Contents

List of figures	ix
List of tables	xiii
Preface	xv
Acknowledgements	xxi
PART I: Two practices, one journey	1
1. What is information design?	3
Information design challenges	5
The role of people in information design	7
New roles, new needs, new skills	10
Emerging role: information design researchers	14
2. Bridging information design and field research	17
Understanding people-centred research in design	17
Understanding qualitative research	23
Why clients (and designers) don't trust qualitative research	24
Working with field research: the information design process revised	29
When to conduct field research in information design	34
3. What is field research?	37
Understanding key components	37
Considerations for conducting field research in information design	38
How to develop field research sensibility	44
How to ensure quality and validity in field research	44
How to work around constraints	48
Thinking creatively in field research	49
Use information design in the research process	50

PART II: Conducting a field study	53
4. How to plan and design a field study	55
Design the study	55
Assemble the team	68
Put the pieces of the study together	68
Test the design study	75
Going into the field	76
Checklist	80
5. Gathering data: methods for exploratory studies	81
Observational studies	81
Contextual interviews	89
Contextual inquiry	95
Design probes and diary studies	97
Collaborative workshops	104
Online field research	109
6. Gathering data: methods for evaluation studies	113
Information design evaluation dimensions	113
Assessing a design at various stages of development	115
Assessing a design with field evaluations	118
Concept evaluations	122
Covert evaluations	123
Overt evaluations	124
Free evaluations	126
7. Making sense of field data	129
Understanding sensemaking	129
Sensemaking step-by-step	132
Tools supporting analysis	145
Methods for organizing and coding data	147
Five Ws + One H	147
Visual content analysis	149
Affinity diagrams	151
Empathy maps	154
Methods for supporting data interpretation	157
Needfinding	157
Personas	159
Visualizations	163

PART III: Communicating findings	169
8. Reporting field research findings	171
Dimensions for communicating findings	171
Creating authentic stories	173
How to share the whole study	174
How to share key parts of the study	177
9. Bridging to design: from findings to actionable	183
design decisions	
Understand findings	184
Make findings tangible	186
From ideas to design concepts	192
Support the information design process	193
10. Putting it all together	197
PART IV: Case studies	201

203
205
211
219
225
231

References	237
Index	245