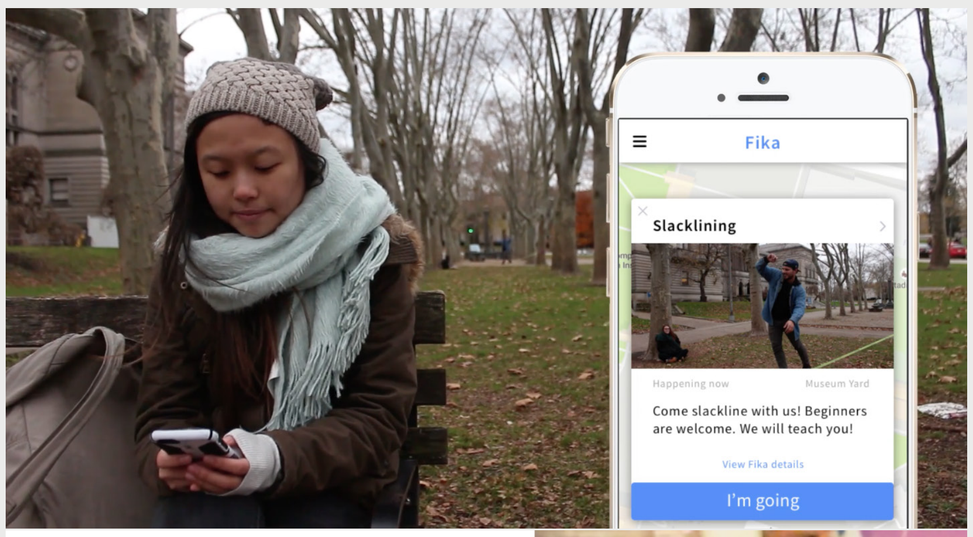
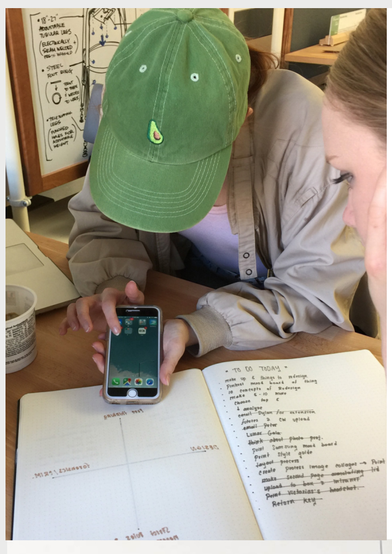
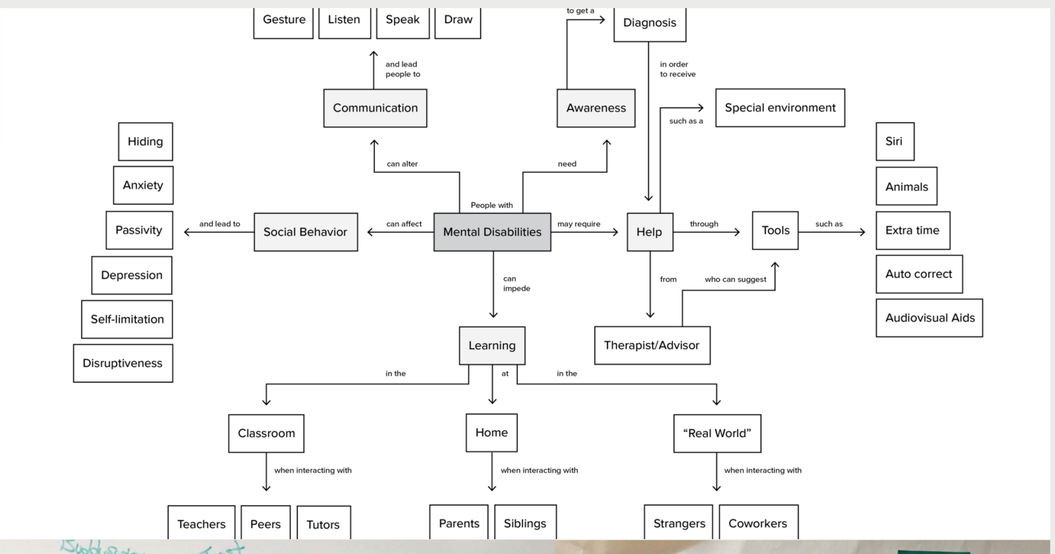
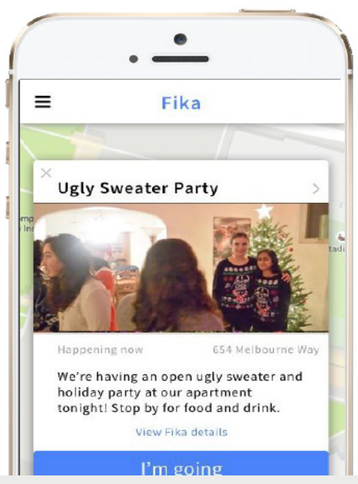
# Future Propositions for How People Use Technology: Designing Through Ethnographic Research Methods

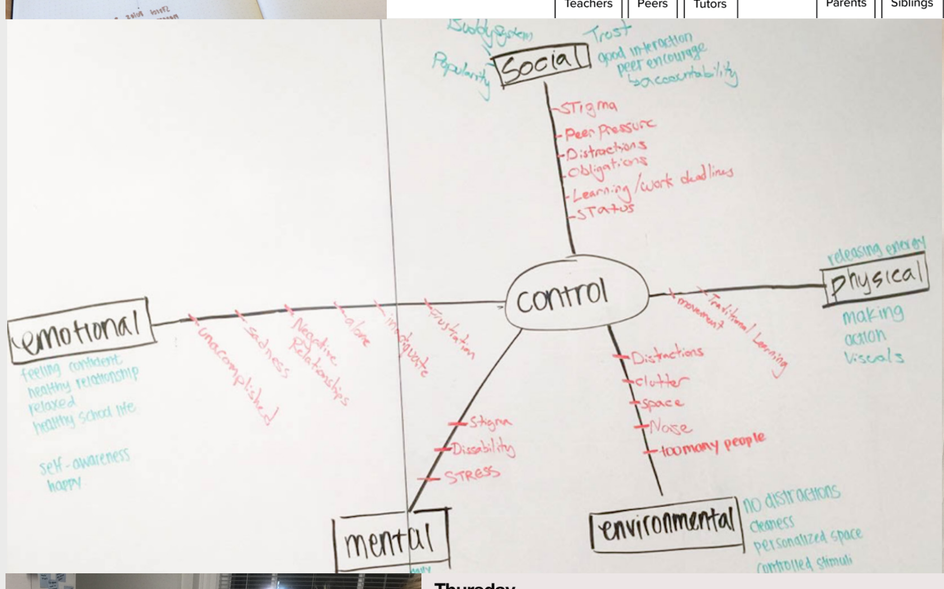
## Pittsburgh, PA, USA

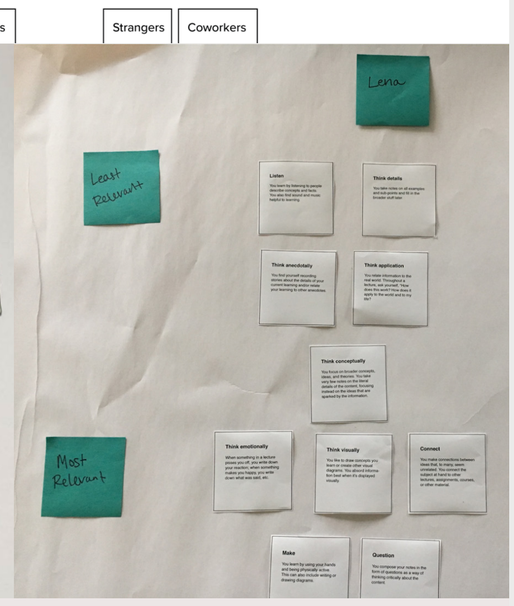


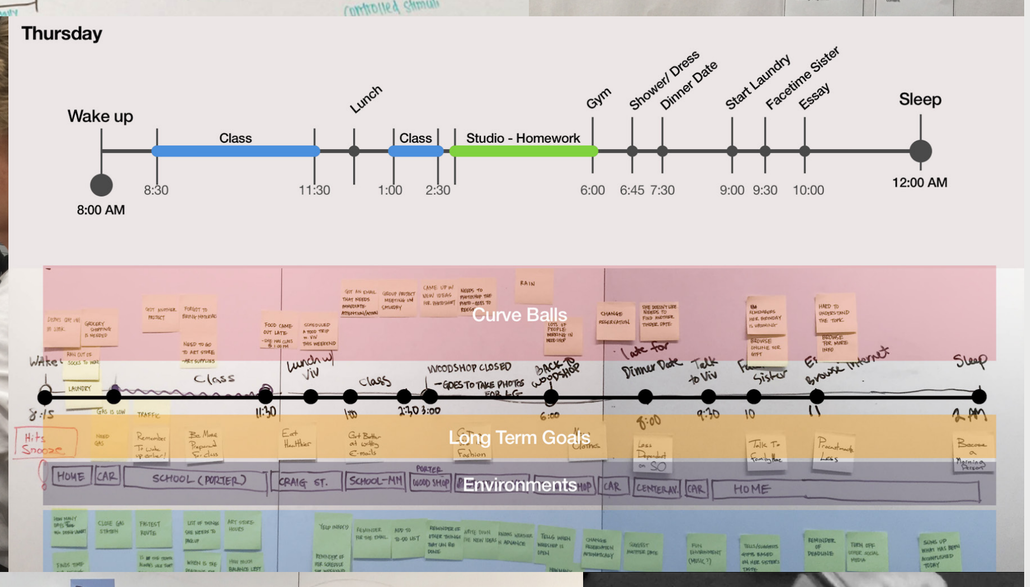





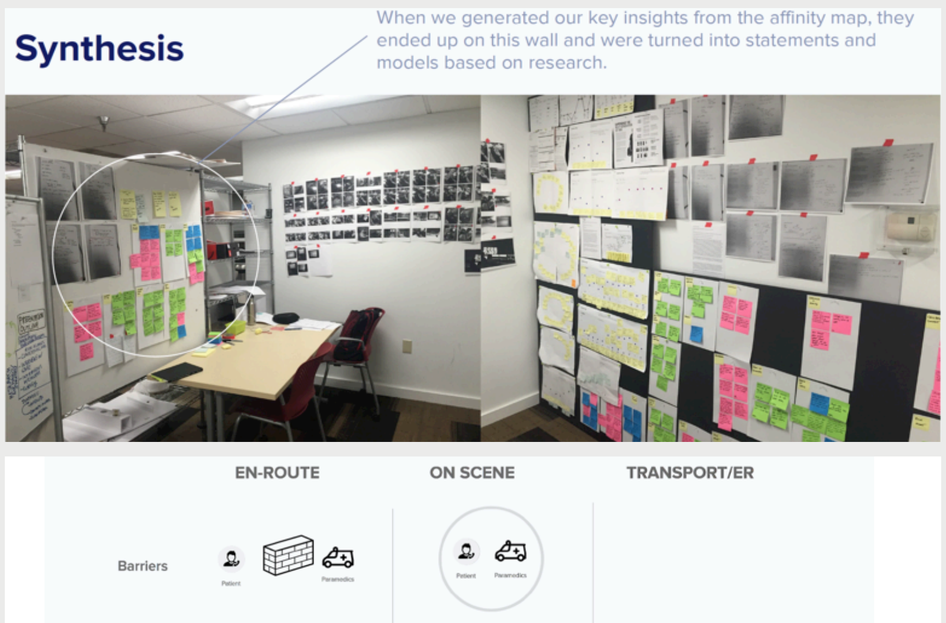



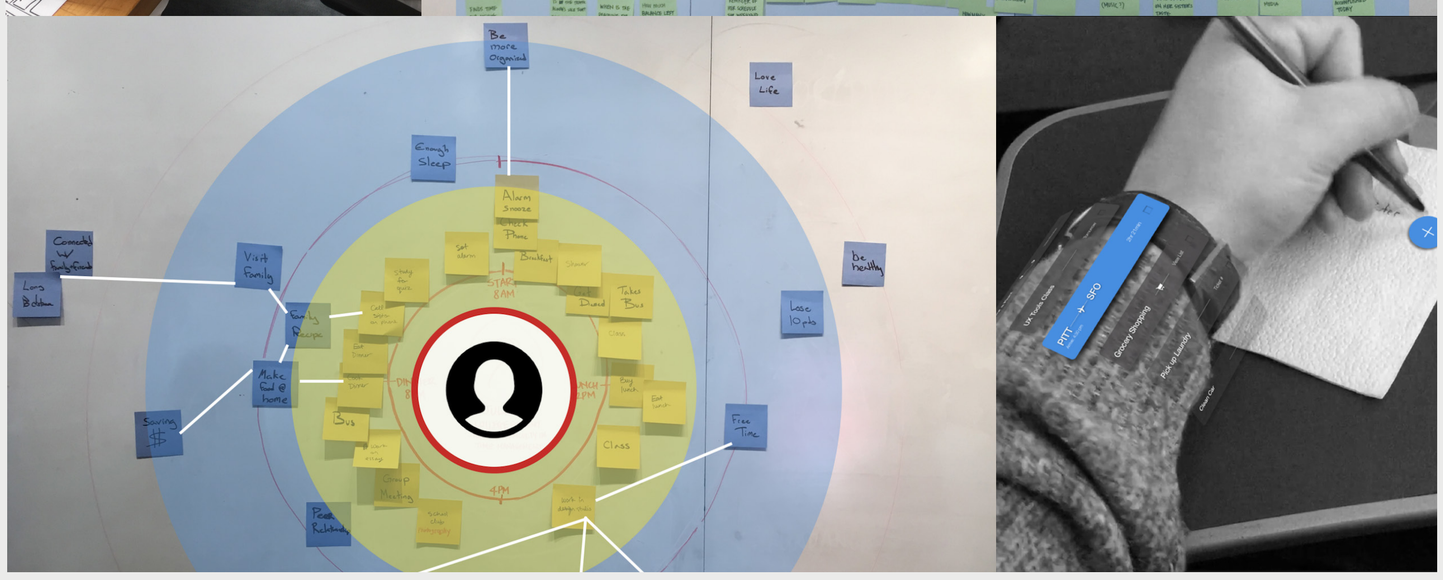





These three solutions provide examples of how human sciences can deliver insights on people and their collective emotions to guide a system. The above images depict a solution rooted in understanding the phenomena of loneliness, and generating a platform that can overcome seemingly high barriers to connecting with people in meaningful ways. The multiple images to the right show the protracted design process necessary to create an internal repertoire amongst the design team that is guided by individuals with ADHD needs to manage or flex to a task dynamically and not build strict rules or timetables; to be notified or shown relevant tasks in relation to their location and other task priorities; and surface what is personally relevant and perpetual ways of showing progress and improvement. The final images below depicts the raw and high level solutions only achievable through an ethnographic, longitudinal, and methodical process that seeks to understand the phenomenology of relationships to create security, awareness and better connection to care.







## Rooting in human emotion before technology application

New business models and innovation require time to understand the people in context of the problem space. The design research process collects and builds on itself through observed and recorded information. This traditional behavioral research becomes the basis for subsequent generative research methods and tools, where the project teams can gain additional insights that challenge and refine their design hypothesis. In essence, designers extract insights on human behaviors and then experiment with solutions they believe will drive the most value, and then take those ideas into a learning cycle. The generative learning cycles enable team members to build solutions that provide delight and influence human experience. Throughout this process, by understanding the contextual norms and behaviors of participants, each of these concepts were able to focus on core unmet needs and artfully design solutions that connect to existing behaviors while also foster new ones. In this case, we can develop appropriate solutions based on human emotion fostering a world in which technology solutions enhance human behavior and interactions.

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