Critical Acclaim for Rapid Contextual Design!

Although Contextual Design is one of our most powerful design tools, there has been a gap between theory and practice. With this book, the gap disappears. Here are those little gems of advice that a skilled mentor who peered over your shoulder would tell you. If you lack such a mentor, this book is the next best thing, explaining just what you need to do in a straightforward, easy to read, easy to understand manner.

—Don Norman, Nielsen Norman group, Professor, Northwestern University, Author of Emotional Design

Having had the opportunity to work with Karen in several CD projects, I learned to understand the value of Contextual Design both as a reference model of how design works in general, and as a pool of helpful and scalable tools to facilitate and drive good product design.

Rapid CD makes this experience now available to everyone. The new how-to guide boosts the value of the original Contextual Design book by transforming a design method into pragmatic advice of how to run a contextual design project in your own environment.

—Joerg Beringer, Director, Strategic Product Design, SAP AG

A wise guide to interface design dos and don’ts, from people with experience. They create a new language for thinking about design processes—combining a compelling structured process with sufficient freedom for innovative excursions.

—Ben Shneiderman, University of Maryland

My organization has used the Contextual Inquiry field research and design methods to put users at the forefront of how we consider, approach and develop our Web sites. As a result, our sites are becoming increasingly more effective and useful for users. Rapid Contextual Design provides a further step in innovation by providing detailed, practical advice on how to conduct successful research projects and to fit the project to the need. My team welcomes these new advances and the flexibility they will provide when we conduct future projects using this method.

—Terry Austin, User Experience Group Manager, Microsoft
RAPID CONTEXTUAL DESIGN

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The Morgan Kaufmann Series in Interactive Technologies

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RAPID CONTEXTUAL DESIGN

A How-to Guide to Key Techniques for User-Centered Design

Karen Holtzblatt
Jessamyn Burns Wendell
Shelley Wood
About This Book

Throughout this handbook you will notice several recurring features.

At the start of chapters four through 14 you will see a chapter guide box. This box will indicate whether or not the chapter’s content applies to your type of Rapid CD project (see Chapter 2: Planning Your Rapid CD Project for type definitions).

This handbook is full of examples from real projects. We call out examples both in the main body of the text and in shaded boxes. Both use the same example icon.

Throughout each of the chapters you will notice information called out in shaded boxes. Each type of box is represented by an icon.

This icon indicates additional commentary from author Karen Holtzblatt on CD process issues.

The question mark icon represents boxes that answer frequently asked questions from our clients.

This icon is used to indicate a box with ideas for communicating out to your organization.

The “i” icon represents general information topics; information we wanted to share with you.
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