



Esri International Developer Summit  
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# Developing in Context – A Case Study

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## Sociotechnical gap



Designs must always be put to work in particular contexts, adopted and adapted by people in the course of practice.

~ Ackerman

# Technology Non-Use

A New Way to Consider Context



# Lagging Adoption

People haven't begun using your technology ... *yet*



# Active Resistance

A positive effort to resist technology



# Disenchantment

Wistfulness for a world passing out of existence.



# Disenfranchisement

Economic, social, infrastructural, geographical  
barriers exist.



# Displacement

When secondhand use gives new meaning to the word “user.”

~ Satchell & Dourish





# Disinterest

Your technology is not of interest to the broader population.

~ Satchell & Dourish

# Urban Sustainability Display

Context Case Study

# Background

- **3-year research project: Swarms in Urban Villages**
- **Study how new media can assist social interaction in urban areas**
- **Phase 1: Pilot study with 15 participants, 19-65, living in inner city**
- **Phase 2: Urban Personas & Sci Fi Scenarios**
- **Phase 3: Prototyping an urban screen**

*“When I paid for this flat, I paid for a level of anonymity. I don’t want my face on a picture board next to the lift – I’m like Jerry in that Seinfeld episode when he tries to avoid other people in his building knowing who he is.”*

~ Leroy

*“There are some people that want to be involved in things going on in the community. Or at least want to know about it. I’m not that guy.”*

~ Mikey

**Develop technologies that blend into or even disappear into everyday surroundings**

~ Satchell, Hearn, et al

*“It’s bad enough that I have to live with people next to me, above and below me, without having some sort of digital display in the lobby to remind me. I am repulsed by that thought.”*

~ Leroy

**Develop interfaces that provide information  
in an ambient manner.**

~ Satchell, Hearn, et al

“If it can’t just shut down when I walk past, at least let it show mountains or something that has nothing to do with the city.”

~ Leroy

**Develop subtle or escapist displays that appeal to those who don’t want them and doesn’t alienate those that do.**

~ Satchell, Hearn, et al

## Use and Non-Use in Context

### Users

Localized, mashed up,  
personalized content

Streamlined, relevant to  
day-to-day

Suburban nostalgia

### Non-Users

Avoid digital reminders that  
they're surrounded by others

Blend in and go unnoticed by  
people & technology itself

Urban nostalgia



~ Satchell, Hearn, et al



# CRMs

Context Case Study

# Background

- **Company-wide mandate to use CRM**
- **3 distributed sales teams**
- **3-5 month study period**
- **Data gathering: observations, interviews, examination of artifacts**

## Use and Non-Use in Context

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### **Do-it-Alike** (Users)

Information recorded directly into CRM tool by each team member

Everyone responsible for interacting with & populating CRM

Focus of weekly pipeline review: CRM tool, its use, the information it contains - emphasis on process completion

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### **Do-it-as-you-Like** (Non-Users)

Information tracked and recorded using whatever tools work best

Team interact directly with CRM tool when deemed valuable

Focus of weekly pipeline review: current activities, state of active opportunities, strategic initiatives

“We found that allowing individual variability in how sales pipeline information was maintained and reported facilitated information exchange and enhanced meaningful interactions among team members.”

~ Cefkin, Thomas, Blomberg

**It's risky to evaluate technology with no solid understanding of how it'll be enacted in practice.**

# Ideas for Developing in Context

## Takeaway Ideas for Developing in Context

- Find creative approaches to “take seriously” those cases where technology and practice aren’t coming together ~ Satchell & Dourish
- Realize non-use is often meaningful and nuanced ~ Satchell & Dourish
- Understand how excessive focus on tool use impacts work ~ Cefkin, Thomas, & Blomberg
- Develop tools that embrace flexible use and application ~ Cefkin, Thomas, & Blomberg
- Think of users as ACTIVE - creating the circumstances, contexts, and consequences for your products. ~ Satchell & Dourish



**What is our responsibility?**

# Resources



## Cited Papers

- **Beyond the User: Use and Non-Use in HCI** – Christine Satchell and Paul Dourish
- **Suburban Nostalgia: The Community Building Potential of Urban Screens** - Christine Satchell, Greg Hearn, Marcus Foth, Ronald Schroeter
- **The Implications of Enterprise-wide Pipeline Management Tools for Organizational Relations and Exchanges** – Melissa Cefkin, Jakita Thomas, Jeanette Blomberg
- **The Intellectual Challenge of CSCW: The Gap Between Social Requirements and Technical Feasibility** – Mark Ackerman



Understanding our world.