

Applying User-Centred Design: A Cultural Challenge

Michelle Gauthier
January 19, 2009
CapCHI Presentation





1. Person with injured arm.
2. Person holding a child
3. Pregnant woman
4. Person with injured leg

You cannot make your past disappear.



You cannot count pinballs with it.



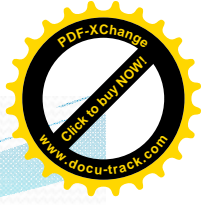
It cannot create your doppelganger.



You cannot use it for cooking.



You cannot throw a coin in and pray to the gods for help.



สงวนลิขสิทธิ์ตามกฎหมายผู้ถือลิขสิทธิ์ พ.ศ. 2527 โดย บริษัท ซัคเซส มีเดีย จำกัด
ห้ามลอกเลียนแบบไม่ว่าส่วนหรือทั้งส่วนของหนังสือเล่มนี้
นัยกษณะจะได้รับอนุญาตจากทางบริษัท

11/21 11:01 OTTL1183 mgauthier ScreenHunter
License agreement

โปรแกรม FrontPage 2002 เป็นของบริษัท Microsoft
และเครื่องหมายการค้าอื่นที่อ้างถึงเป็นของบริษัทนั้นๆ

Book title and the
license owner

จัดพิมพ์โดย



บริษัท ซัคเซส มีเดีย จำกัด

87/110 อาคารโมเดิร์นทาวน์ ชั้น 14 ถนนสุขุมวิท 63 แขวงคลองตันเหนือ เขตวัฒนา
กรุงเทพฯ 10110 โทร. 0-2381-4220 (อัตโนมัติ 20 สาย) โทรสาร 0-2381-4461

Publisher

จัดจำหน่ายโดย

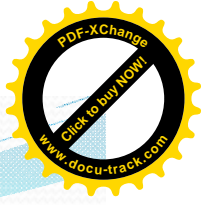


บริษัท ซีเอ็ดยูเคชั่น จำกัด (มหาชน)

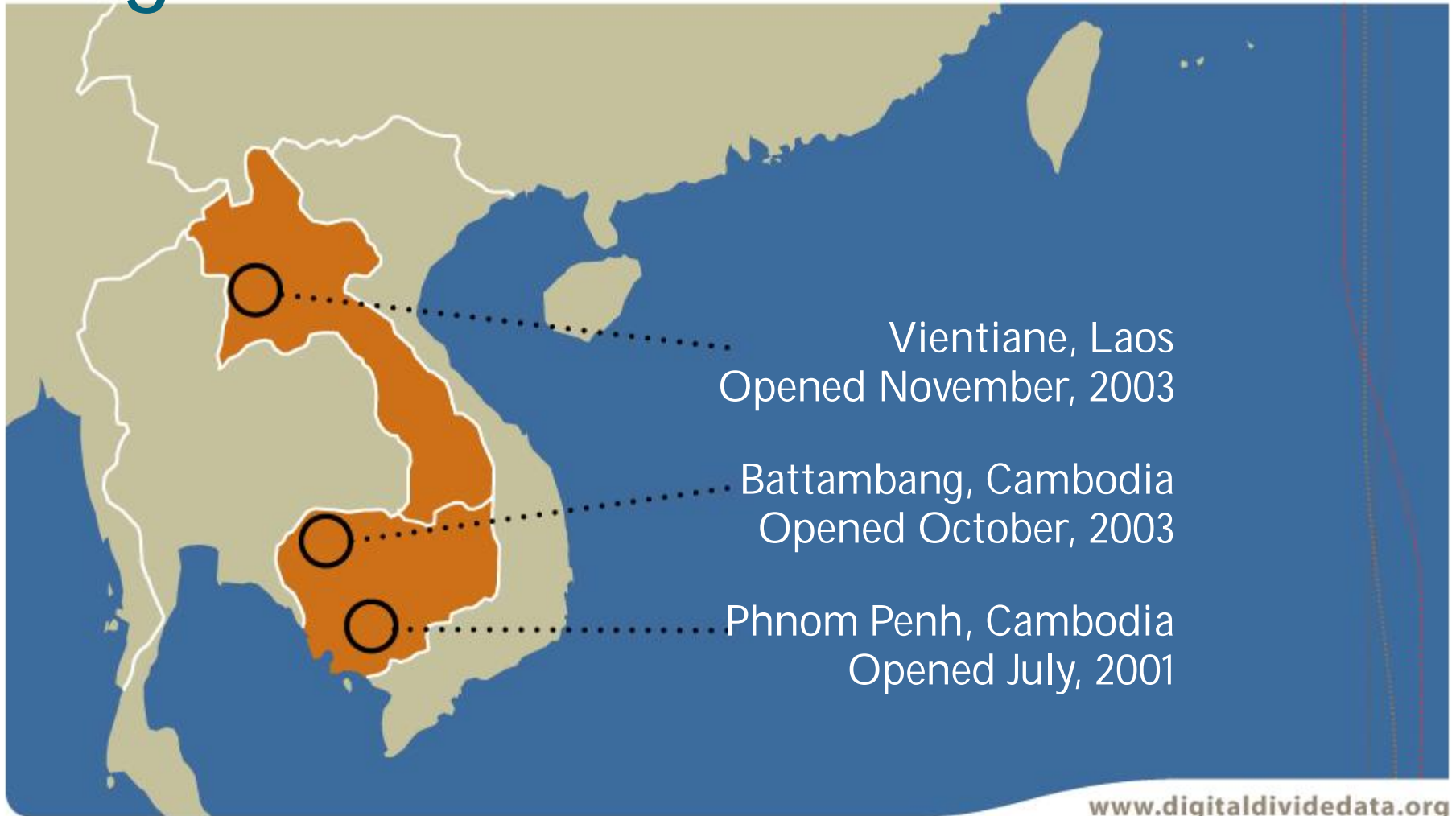
อาคารเฉลิมพระเกียรติ ชั้น 11 46/45-50 หมู่ 10 ถนนพหลโยธิน-ติวานนท์ กม. 4.9
แขวงบางนา เขตบางนา กรุงเทพฯ โทร. 0-2751-4175

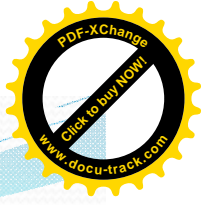
Distributor





Digital Divide Data



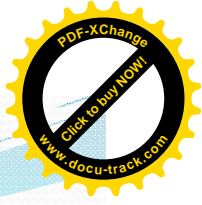


Social Enterprise Model



Revenue from
Outsourcing
Services

Social
Investment &
Donations



What does DDD do?

Digital Library & Digital Publishing

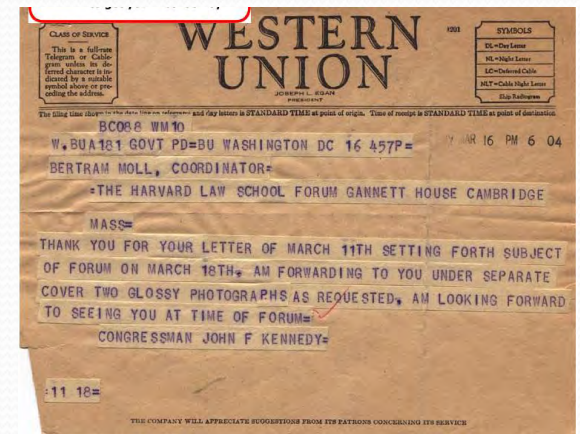
Document & Records Management

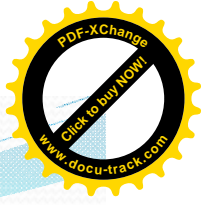
Academic Research Support

160 VITAL STATISTICS OF THE UNITED STATES

TABLE 1.—LIVE BIRTHS BY SEX OF CHILD, AGE OF MOTHER, RACE AND MARITAL STATUS OF MOTHER, CRUDE RATES AND RATIO BIRTHS PER 1,000—1954

SEX, AGE OF MOTHER, AND AGE OF CHILD	White females	1954						Ratio	Ratio 1954-1950
		White males			White females				
		Number	Rate	Ratio	Number	Rate	Ratio		
Under 15 years	15,400	15,400	100	15,400	15,400	100	100	100	
15 to 19 years	1,200	1,200	100	1,200	1,200	100	100	100	
20 to 24 years	1,200	1,200	100	1,200	1,200	100	100	100	
25 to 29 years	1,200	1,200	100	1,200	1,200	100	100	100	
30 to 34 years	1,200	1,200	100	1,200	1,200	100	100	100	
35 to 39 years	1,200	1,200	100	1,200	1,200	100	100	100	
40 to 44 years	1,200	1,200	100	1,200	1,200	100	100	100	
45 to 49 years	1,200	1,200	100	1,200	1,200	100	100	100	
50 to 54 years	1,200	1,200	100	1,200	1,200	100	100	100	
55 to 59 years	1,200	1,200	100	1,200	1,200	100	100	100	
60 to 64 years	1,200	1,200	100	1,200	1,200	100	100	100	
65 to 69 years	1,200	1,200	100	1,200	1,200	100	100	100	
70 to 74 years	1,200	1,200	100	1,200	1,200	100	100	100	
75 to 79 years	1,200	1,200	100	1,200	1,200	100	100	100	
80 to 84 years	1,200	1,200	100	1,200	1,200	100	100	100	
85 to 89 years	1,200	1,200	100	1,200	1,200	100	100	100	
90 to 94 years	1,200	1,200	100	1,200	1,200	100	100	100	
95 to 99 years	1,200	1,200	100	1,200	1,200	100	100	100	
100 years and over	1,200	1,200	100	1,200	1,200	100	100	100	





Recruitment

DDD recruits young Cambodians and Laotians trapped in the cycle of poverty. Our staff come from disadvantaged backgrounds, including disability and where they lack access to education or job opportunities.

Before DDD



Internal Promotions

Strong operators are identified for the management track at DDD.

Outplacement

Graduates move on to better jobs where they earn an average of six times the average local salary.

After DDD

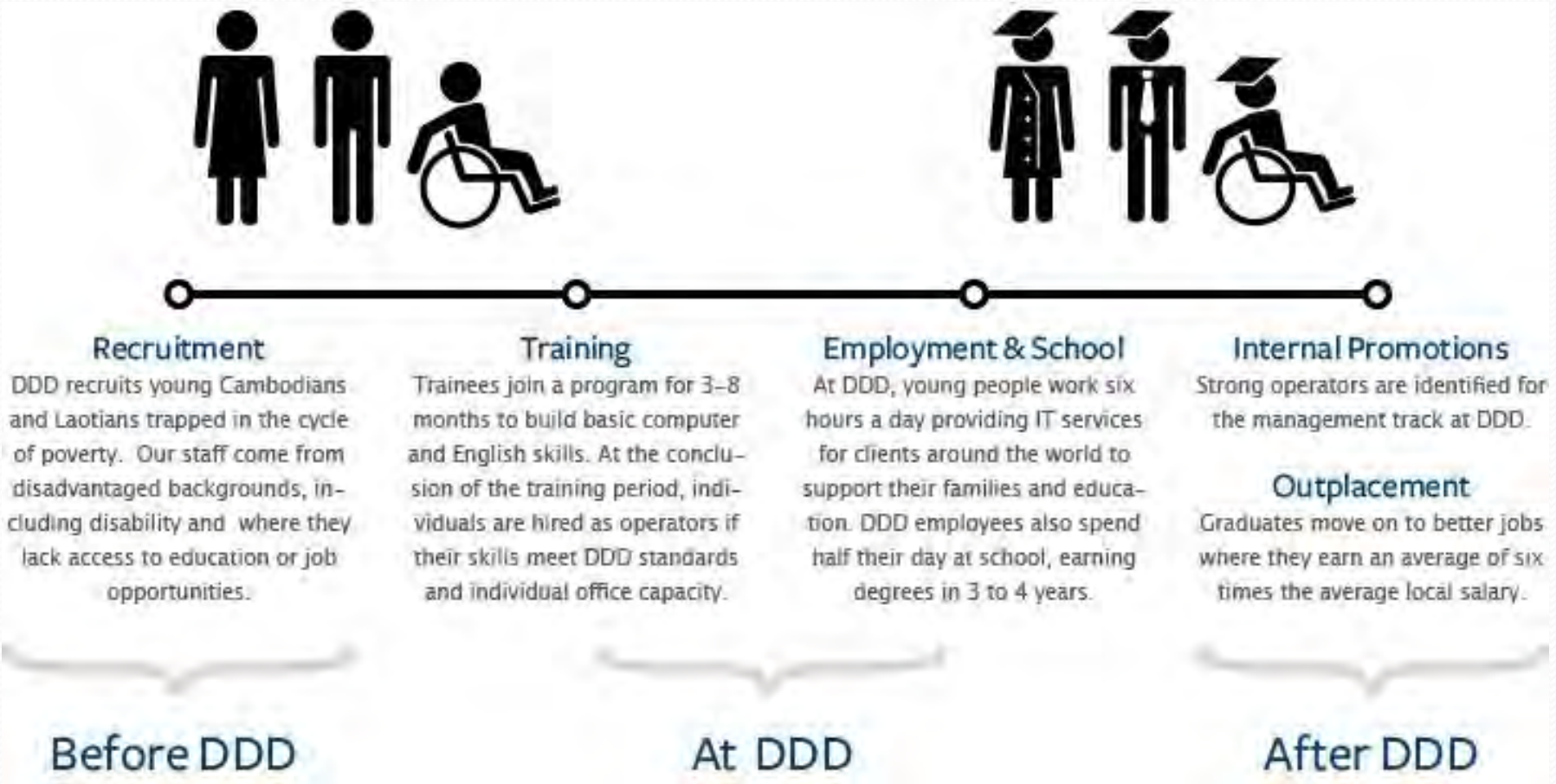
Training

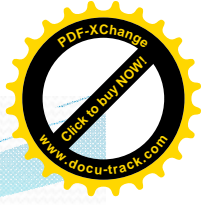
Trainees join a program for 3-8 months to build basic computer and English skills. At the conclusion of the training period, individuals are hired as operators if their skills meet DDD standards and individual office capacity.

At DDD

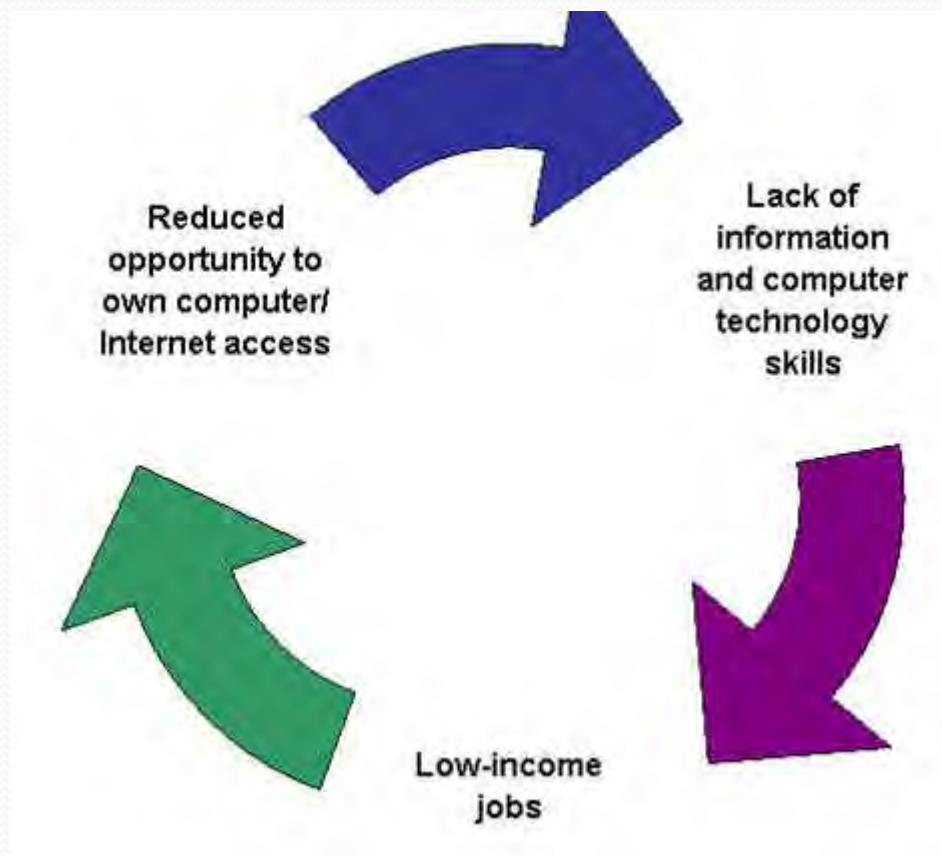
Employment & School

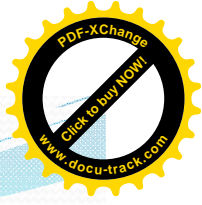
At DDD, young people work six hours a day providing IT services for clients around the world to support their families and education. DDD employees also spend half their day at school, earning degrees in 3 to 4 years.





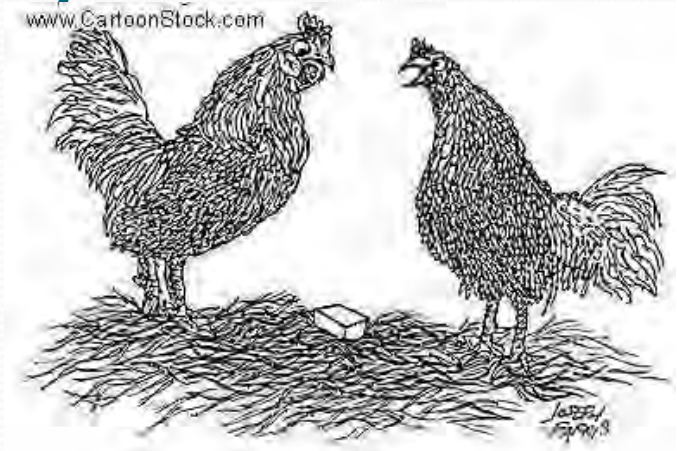
The Challenge: Bridging the Digital Divide





The Challenge: Bridging the cultural divide

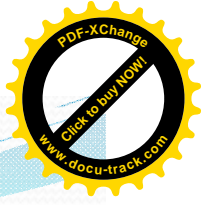
- Hierarchical Society
- Explicit Versus Implicit
- Individualism Versus Collectivism
(implicit/ saving face)
- Uncertainty Avoidance
- Education



"I do my own thing."



© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com "I've changed your schedule."

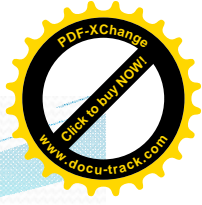


The Users

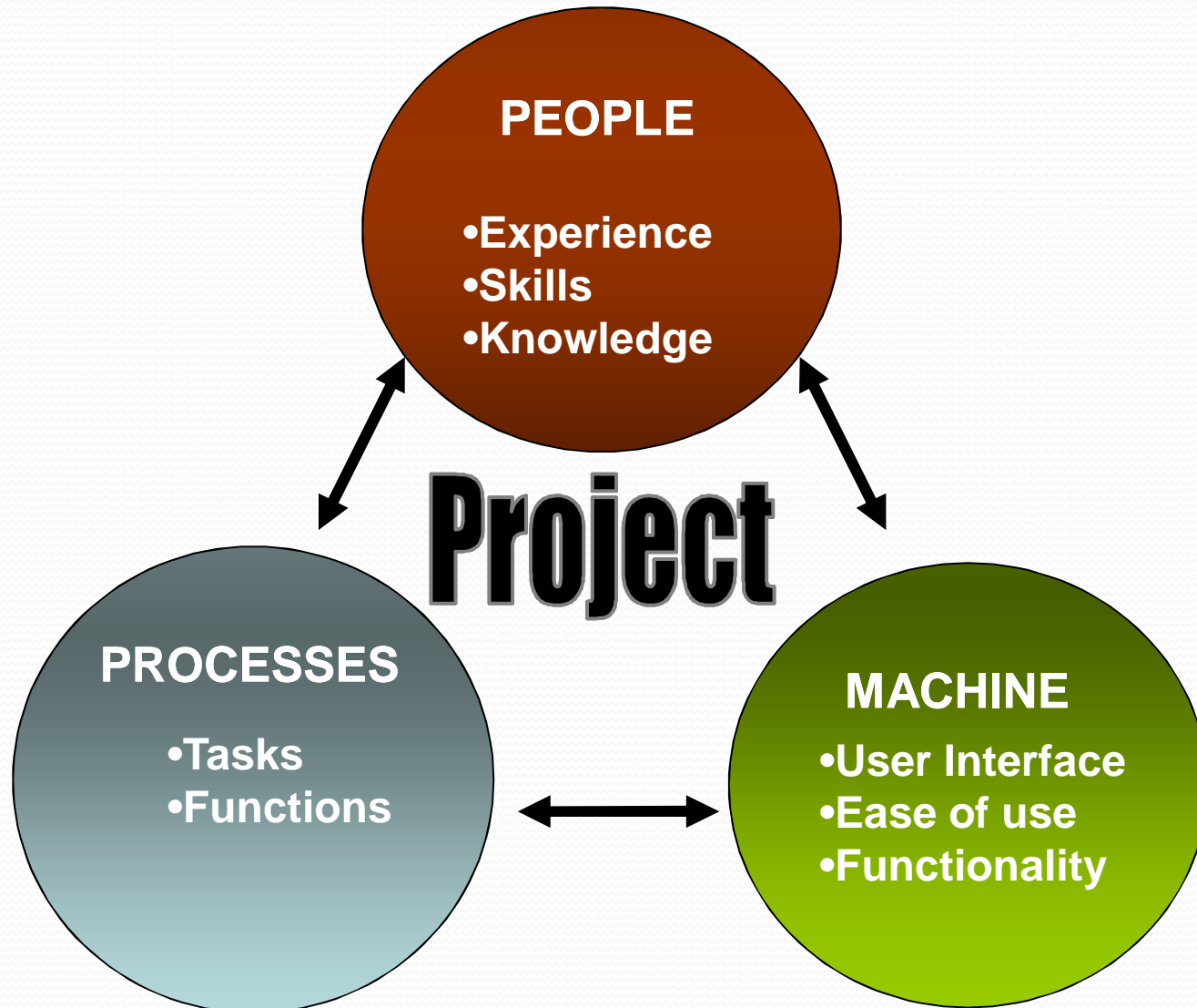


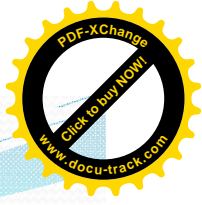
Bun Sokha
Phnom Penh, Cambodia

“I thought that computer is just a machine which merchants use to do calculations”



Elements of a successful project



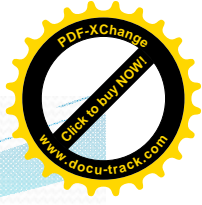


JDC Project

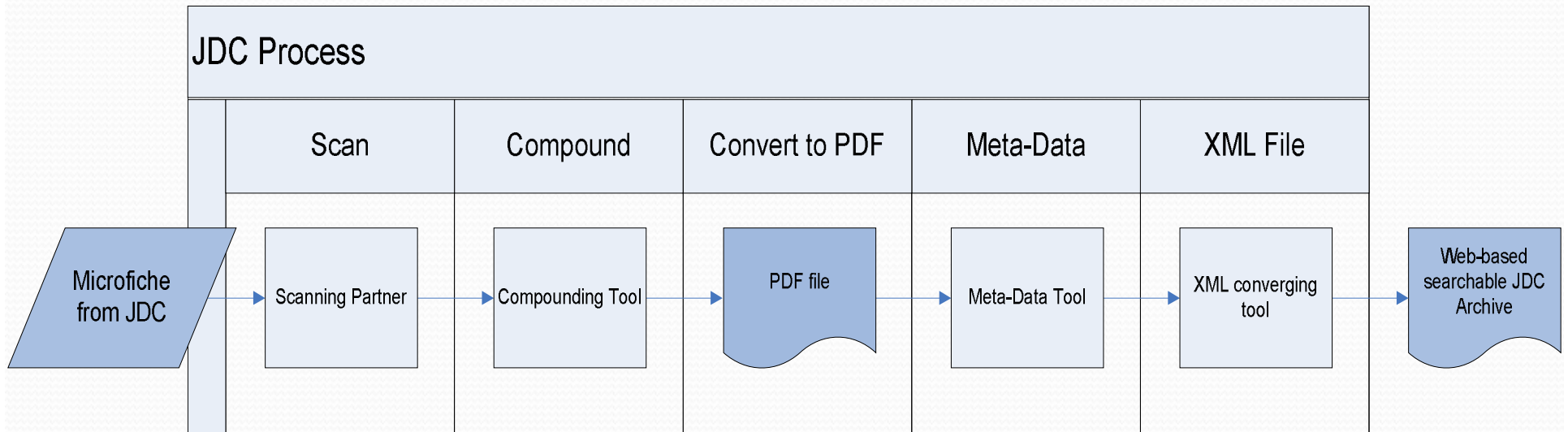
- The American Joint Distribution Committee (JDC)
- JDC Archive
- Convert 1 million microfiche into digital format

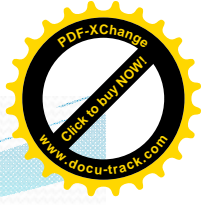


The screenshot shows the World Digital Library interface. At the top, there is a logo for 'WORLD DIGITAL LIBRARY' and a 'LANGUAGE' dropdown menu set to 'English'. To the right, there is a 'BROWSE' section with links for 'Place', 'Time', 'Topic', 'Type of Item', and 'Institution', and a 'SEARCH' input field. The main content area displays a digital document with a handwritten letter in Spanish. The title of the document is: **Title: Letter Signed, to the Duke of Medina Sidonia, Giving Instructions in View of the Expected Intentions of the English Squadron Under Drake Reported to be then Attacking Cadiz**. Below the title is a 'Description' section with a paragraph of text. At the bottom of the page, there is an 'Author' section listing 'Philip II, King of Spain' and a 'Date Created' section listing 'May 4, 1587'. There is also a 'Similar Items' section with several small thumbnail images.



JDC Process



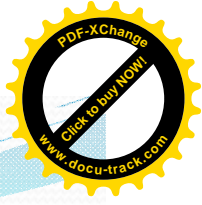


The Problem

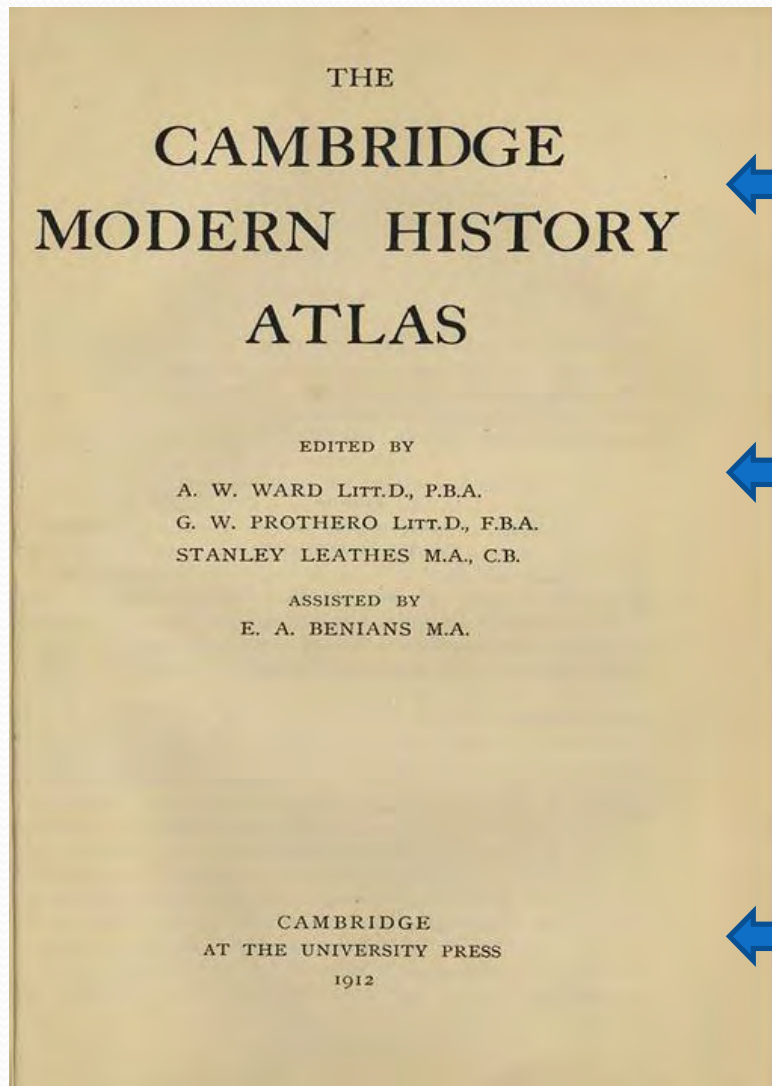
- High error rate (almost 50%)
- Slow inefficient process

Method

- Project document revision
- User Task Analysis



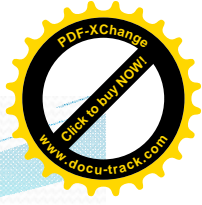
Meta Data: Book Example



← Title

← Authors

← Date

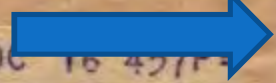


Meta Data: Telegram Example

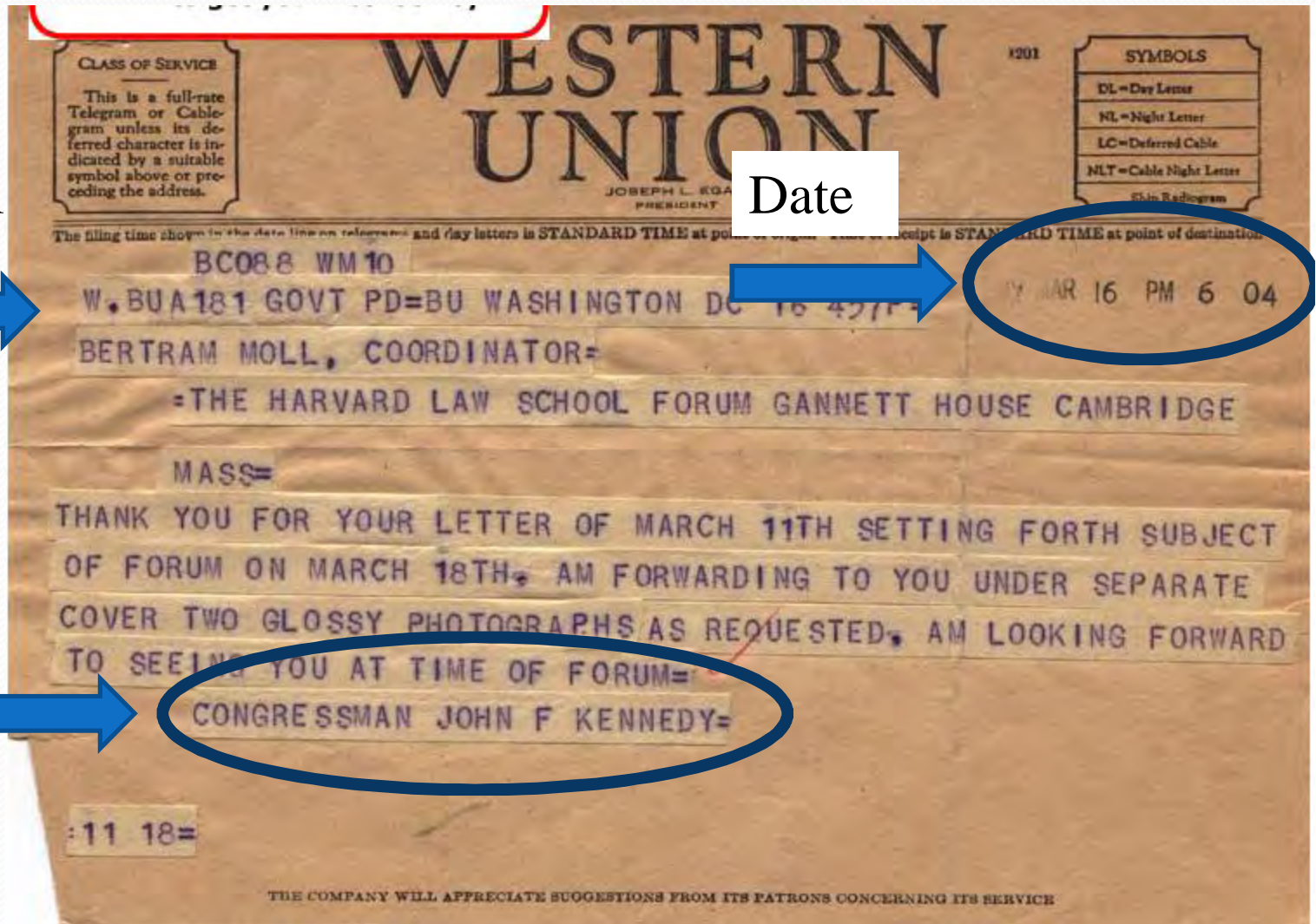
Title: Telegram
"To" and
"From"



Date



Author



CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION
JOSEPH L. EGAN
PRESIDENT

1201
SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
R = Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin and receipt is STANDARD TIME at point of destination.

BC088 WM 10

W. BUA 181 GOVT PD=BU WASHINGTON DC 16 4277

MAR 16 PM 6 04

BERTRAM MOLL, COORDINATOR=

=THE HARVARD LAW SCHOOL FORUM GANNETT HOUSE CAMBRIDGE

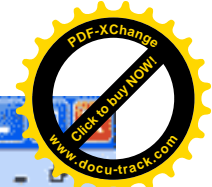
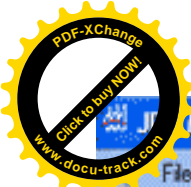
MASS=

THANK YOU FOR YOUR LETTER OF MARCH 11TH SETTING FORTH SUBJECT OF FORUM ON MARCH 18TH. AM FORWARDING TO YOU UNDER SEPARATE COVER TWO GLOSSY PHOTOGRAPHS AS REQUESTED. AM LOOKING FORWARD TO SEEING YOU AT TIME OF FORUM=

CONGRESSMAN JOHN F KENNEDY=

:11 18=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



Navigation toolbar with icons for Save, Print, Copy, Paste, Select, Zoom (72%), and other document management functions.



Title :
Joint Distribution Committee

Year Month Day Year Month Day
1914 - 1915 2

Publisher :

Type :
Textual Material

Language :
English

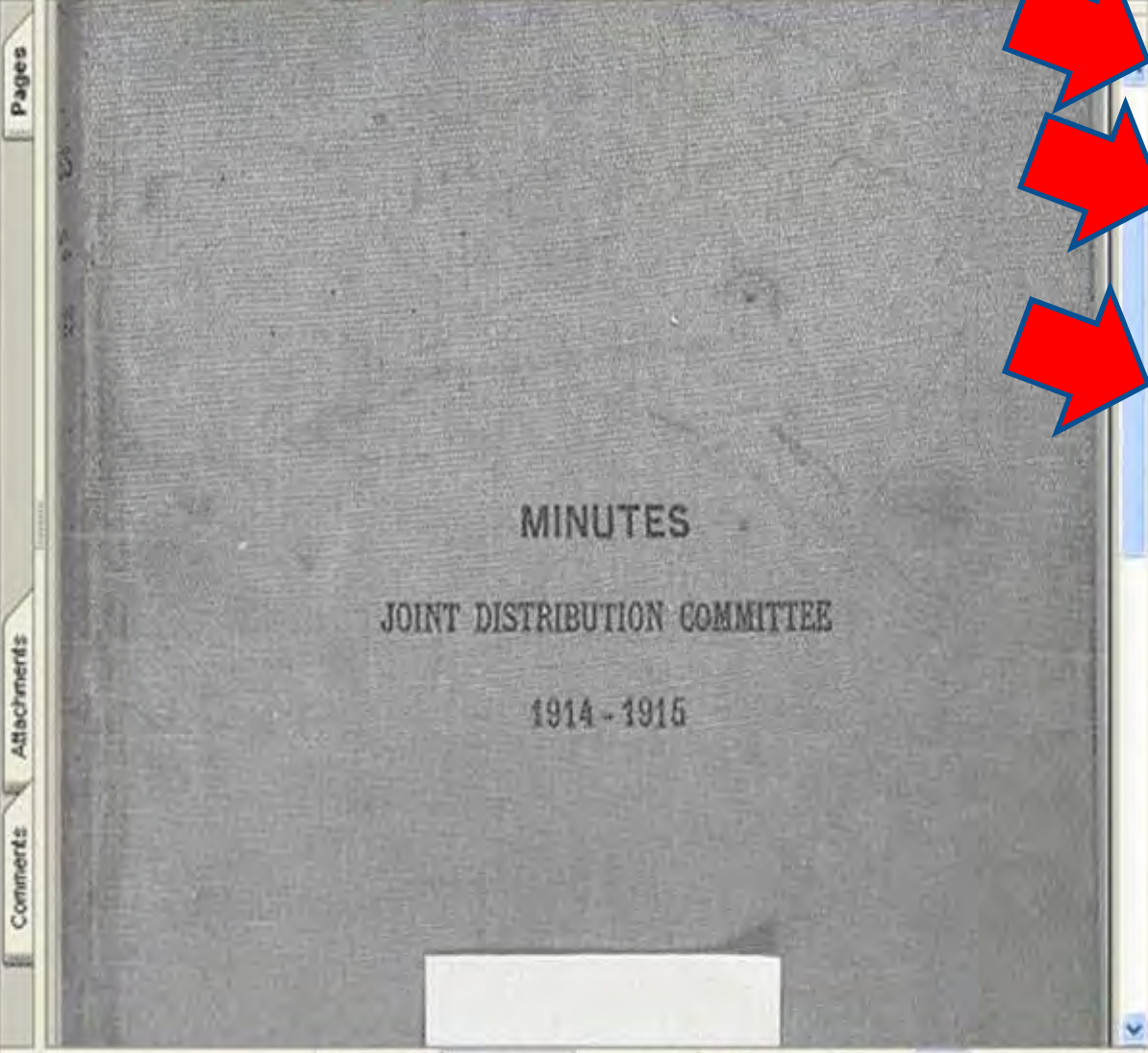
Creator :

Feed Back
 Problem
 List Data

Save 1 of 3 Close



Navigation toolbar with icons for Save, Print, Home, Back, Forward, Select, Zoom (72%), and other document controls. Includes a 'Sign' button and a 'YTW' logo.



Language :
English

Type :
Textual Material

Title :
Joint Distribution Committee

Day Month Year

Publisher :

Creator :

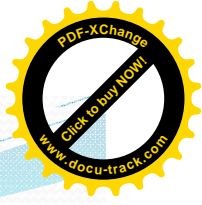
Feed Back
 Problem
 List Data



Save

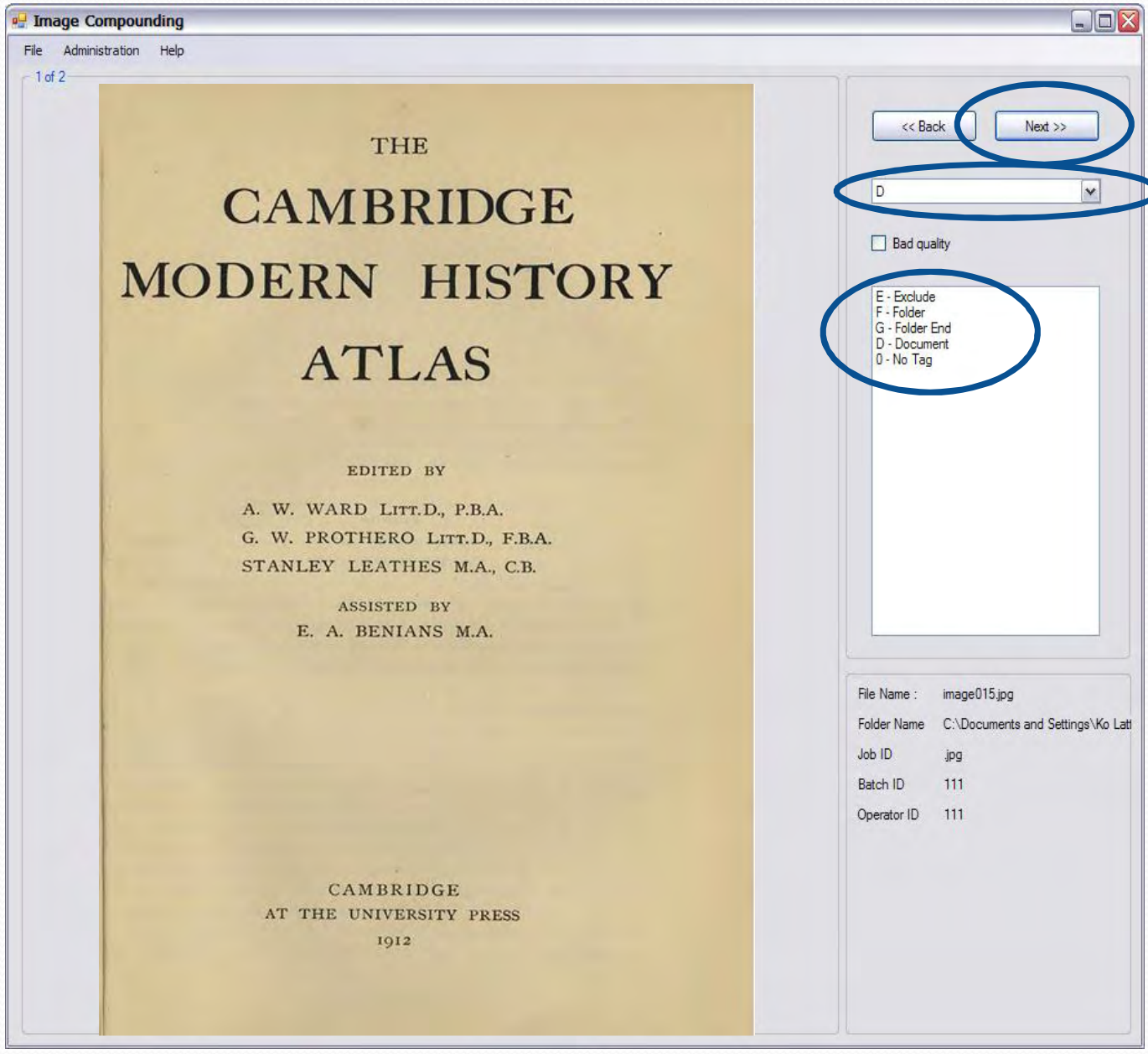
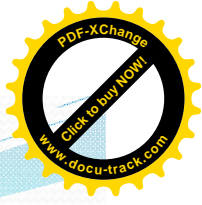
1 of 3

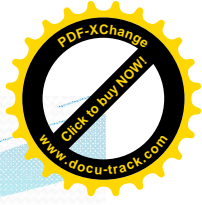
Close



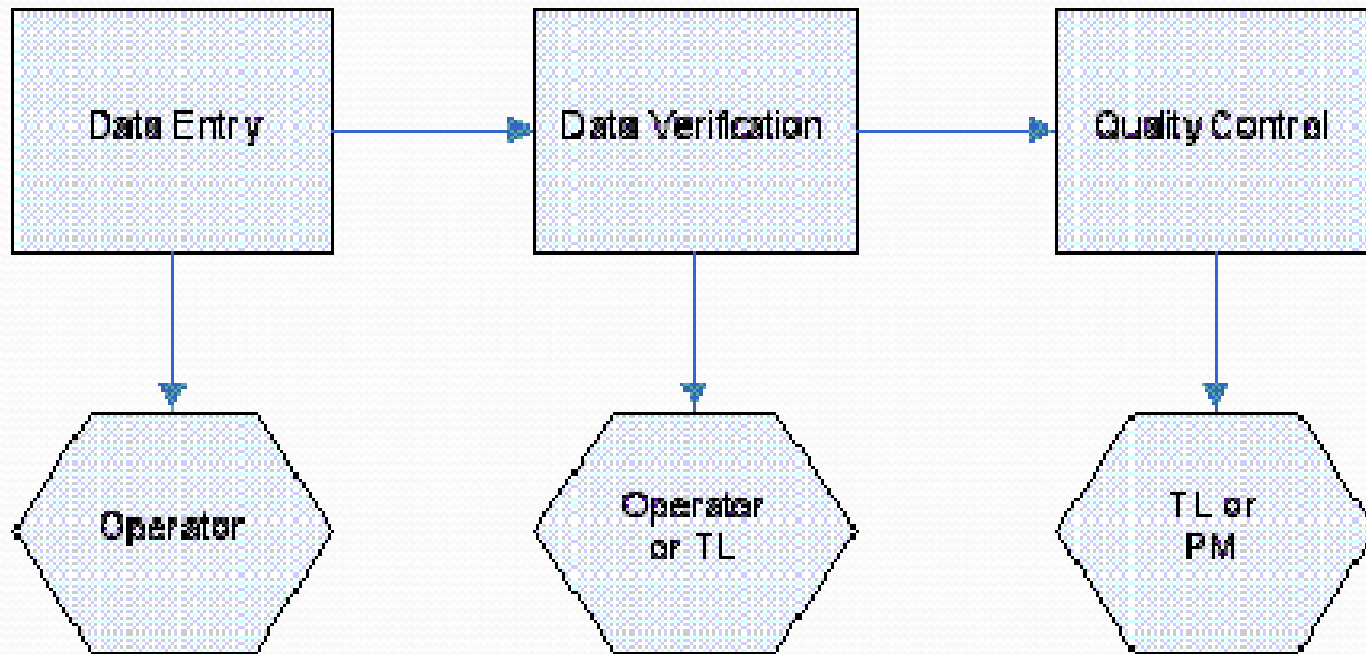
Compounding Tool

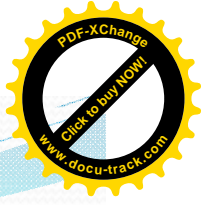
- Too many PDFs
- Error rate?



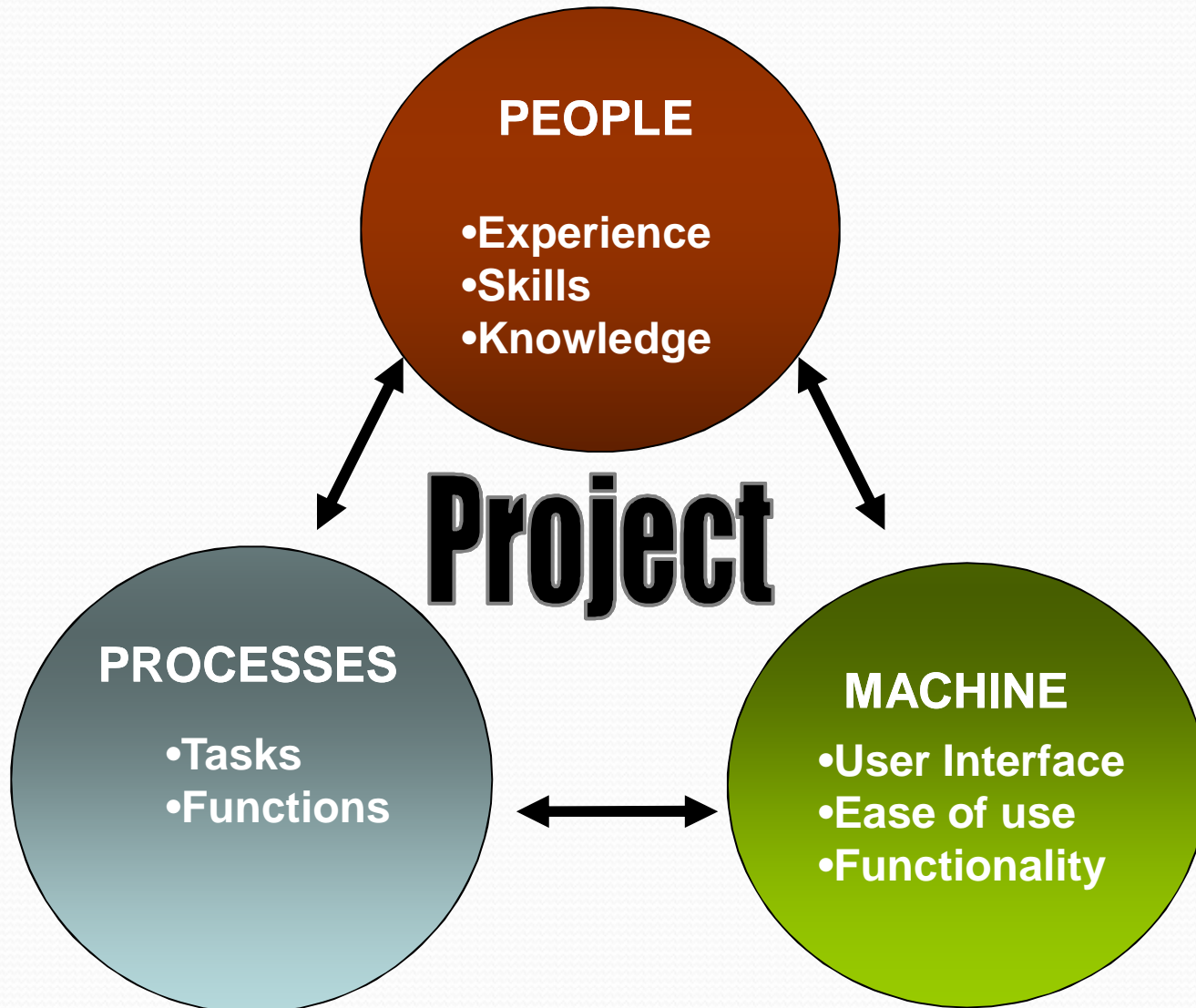


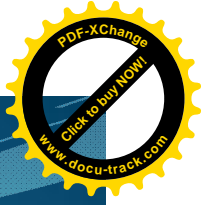
Quality Control



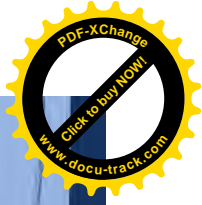


Quality Control





Compounding tool



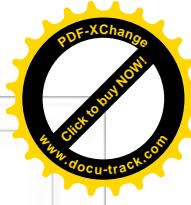
JACOB BILLIKOPF, Philadelphia
 NEWTON BISSINGER, San Francisco
 JACOB BLAUSTEIN, Baltimore
 HERBERT R. BLOCH, Cincinnati
 L. E. BLOCK, Chicago
 LOUIS J. BORINSTEIN, Indianapolis
 ABNER BREGMAN, New York
 *DAVID M. BRESSLER, New York
 ABE BRONFMAN, Montreal
 FRED M. BUTZEL, Detroit
 EDDIE CANTOR, Los Angeles
 LOUIS CAPLAN, Pittsburgh

*ALEXANDER KAI, **SHOW ME**
 MILTON KAHN, Boston
 *E. I. KAUFMANN, Washington
 LOUIS E. KIRSTEIN, Boston
 MILTON KUTZ, Wilmington
 SAMUEL C. LAMPORT, New York
 SIDNEY LANSBURGH, Baltimore
 *ALBERT D. LASKER, Chicago
 *EDWARD LAZANSKY, Brooklyn
 MORRIS S. LAZARON, Baltimore
 *HERBERT H. LEHMAN, New York
 LEO LEHMAN, Pittsburgh

BEN SADOWSKI, Toronto
 SIMON SAKOWITZ, Houston
 A. L. SALTZSTEIN, Milwaukee
 E. J. SCHANFARBER, Columbus
 WILLIAM H. SCHWARZSCHILD, Richmond
 MURRAY SEASONGOOD, Cincinnati
 *EUSTACE SELIGMAN, New York
 BERNARD SEMEL, New York
 ALFRED SHEMANSKI, Seattle
 WILLIAM J. SHRODER, Cincinnati
 MENDEL B. SILBERBERG, Los Angeles
 M. G. SLOSS, San Francisco

POI

A START	E REEL 35	E Annual Meeting Service The American Jewish Joint Distribution Committee, Inc. 171 York Ave New York City, NY 10017	E	E COLLECTION 1933/44 J.D.C. ADMINISTRATION	E FOLDERS 105-169	E	F	D	A
A	D	D	A	A	D	D	D	A	A
A	A	A	A	A	D	D	A	A	A
A	D	A	A	D	A	A	D	D	D



File Name

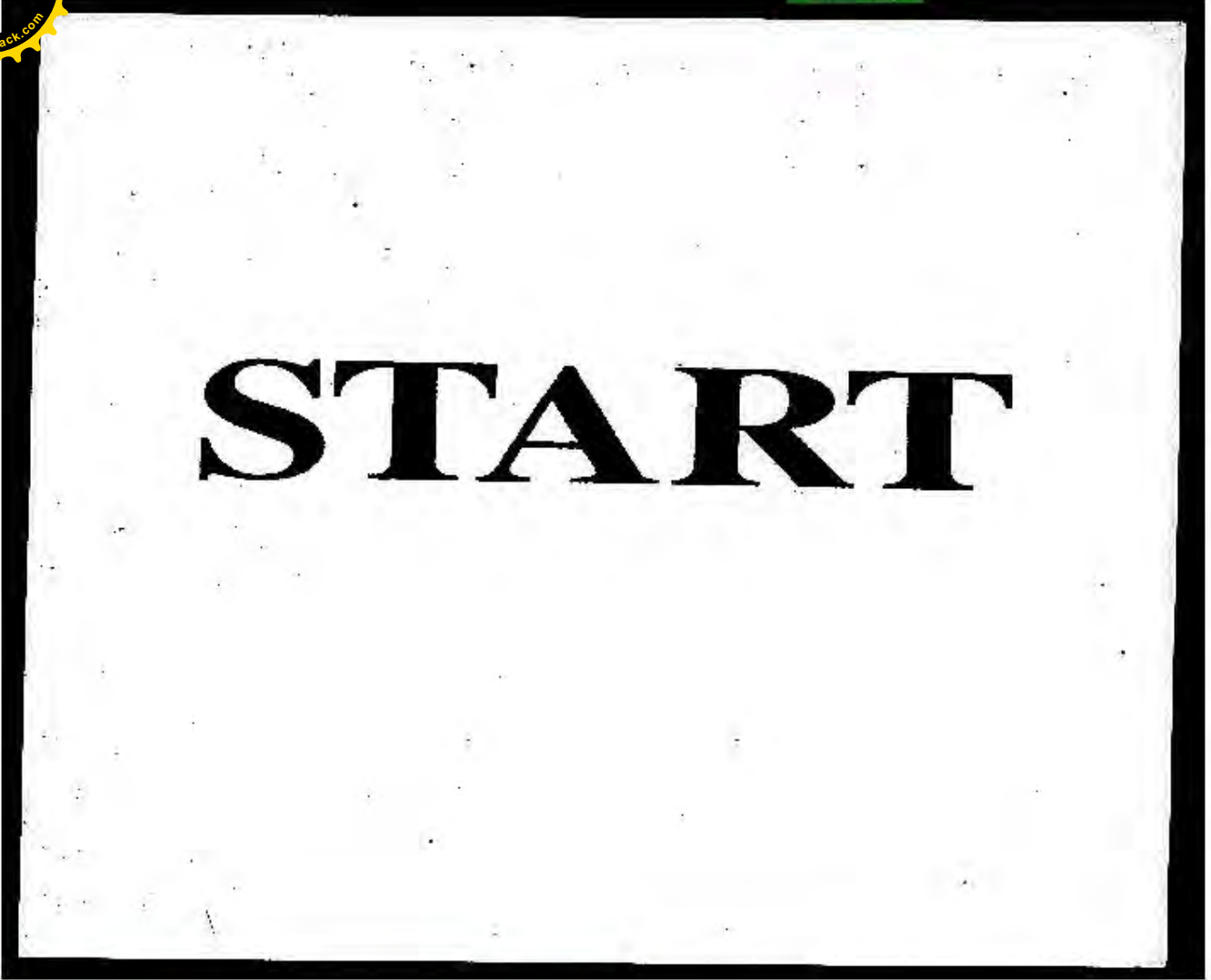


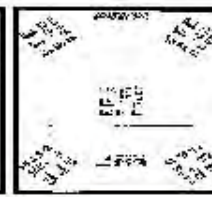
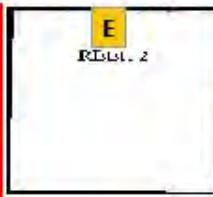
Image Information
 File Name: **00001.jpg**
 Folder Name: **Sample**
 Batch Name: **Sample**
 Project Name: **ProjectTest_Dane**
 Tag Name: **F**

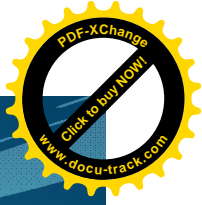
Search Image Name

Comment

Navigator

Show Shortcut





Meta-data tool



JD Main System
Administration Tasks About Us

Project Administration Batch Administration Productivity Data Entry Quality Control

Data Entry; Batch Name: 00002; Project Name: test; Pdf Name: 00011.pdf; Pdf ID: 271720

65%

Sign Y/W

Pages

Attachments

Comments

Batch; Project; Pdf name

Language: None

Type: None

Title:

Day Month Year

Creator:

Publisher:

Folder Number:

Feed Back

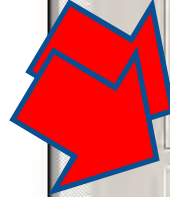
List Data

Back 1 of 1 Next

JOE A9

**THE RESCUE OF
STRICKEN JEWS IN A
WORLD AT WAR**

A REPORT ON THE WORK AND PLANS OF
THE AMERICAN JEWISH JOINT DISTRIBUTION
COMMITTEE, AS CONTAINED IN ADDRESSES
DELIVERED AT ITS TWENTY-NINTH
ANNUAL MEETING, DECEMBER 4TH AND 5TH, 1943





Project: AR 19-21_00008 Date 1: DD MM YYYY Feedback:

Batch(es): Creator:

Language: is List Data

Type: Publisher: Folder #:

Title: is QC finish?

PDF Name Here

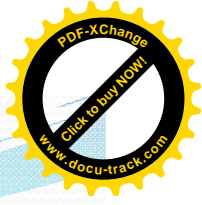
JDEA

**THE RESCUE OF
STRICKEN JEWS IN A
WORLD AT WAR**

A REPORT ON THE WORK AND PLANS OF
THE AMERICAN JEWISH JOINT DISTRIBUTION
COMMITTEE, AS CONTAINED IN ADDRESSES
DELIVERED AT ITS TWENTY-NINTH
ANNUAL MEETING, DECEMBER 8th AND 3rd, 1941

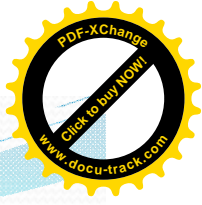
Record(s): 13

	Id	Pdf Id	Title	Creator	Date 1	Type	Language
▶	15834	20939	Unknown			1	1
	17322	21055	Unknown			1	1
	17162	21251	Unknown	Unknown		1	1
	17461	21429	Unknown			1	1
	15280	21658	Unknown			1	1
	17593	21678	JOINT DISTRIBUTION COMMITTEE OF THE AMERICAN FUNDS FOR JEWISH WAR SUFFERERS APPLICATION FOR APPOINTMENT AS REPRESENTATIVE FOR J.D.C.		1919-12-22	1	1
	16126	21831	S - T			1	1
	16165	22307	Letter from Dr. Rossablatt to Dr. Magnes, MEMORANDUM	Dr. Rossablatt		1	1
	16207	22310	LIST OF J.D.C, PUBLICITY ITEMS WHICH APPEARED IN THE YIDDISH PAPERS OF NEW YORK DURING THE MONTH OF NOVEMBER, 1920			1	1
	16382	22331	JOINT DISTRIBUTION COMMITTEE			1	1
	16458	22339	POLAND WILL BE WITHOUT FOOD DURING THE EARLY SUMMER MONTHS, WARNS DR. BOGEN		1920-05-05	1	1
	16907	22668	Unknown			1	1
	16861	22795	MEMORANDUM Appropriations Required		1920-08-13	1	1



Lessons Learned

- Research culture
- Understand how differences can impact business and personal relationships
- UCD can be applied anywhere
- UCD can be used to promote sustainability



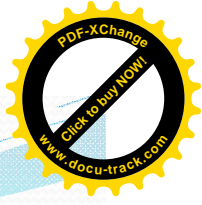
JDC Team



How you can participate

- Spread the word
- Donate
- Hire DDD





Momobooks



Martin Momoda

Web

<http://www.momobooks.asia>

Blog

<http://www.momobooks.blogspot.com>

