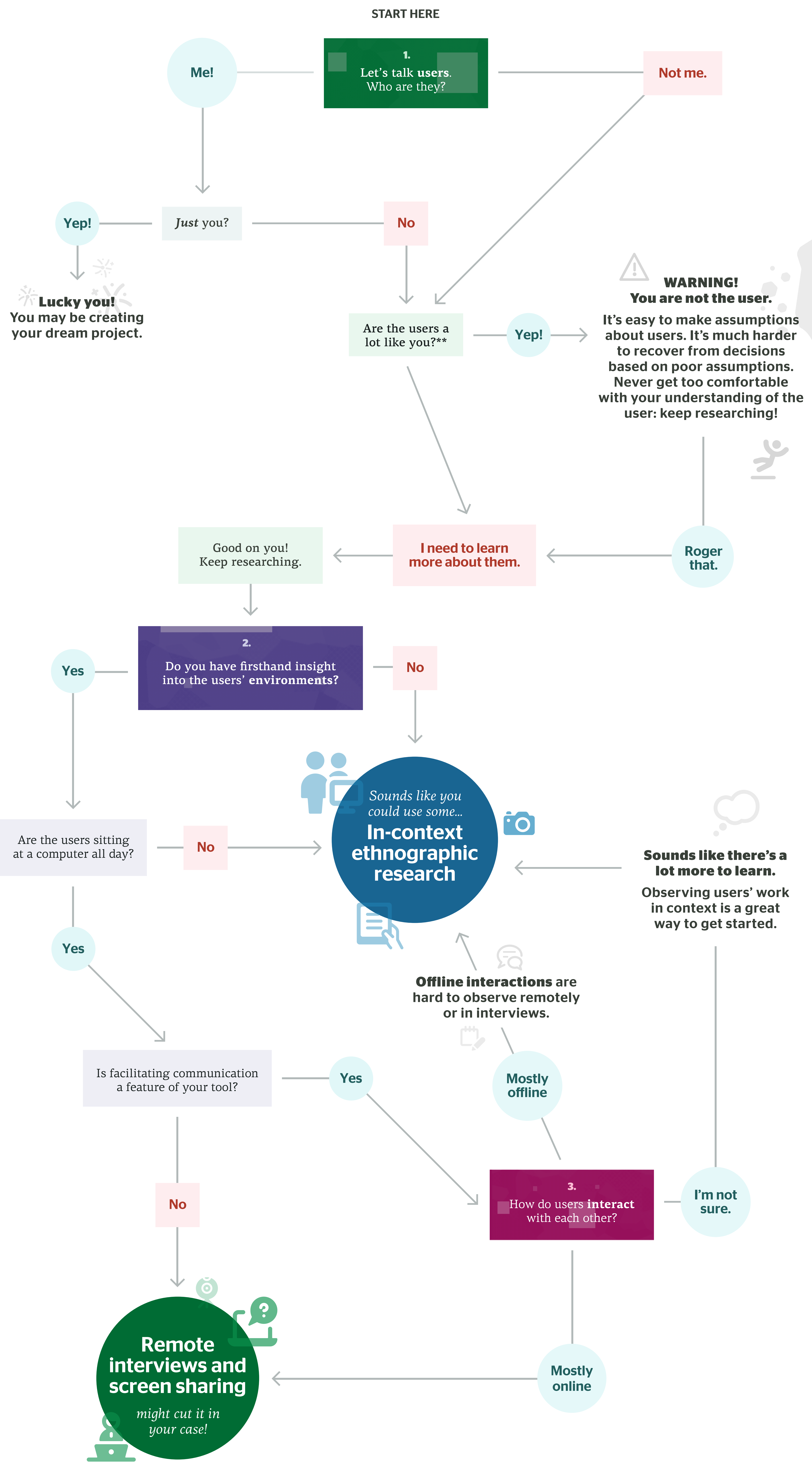


Does my project need ethnographic research?*

A Fuzzy Flowchart



* We had some fun making this flowchart. In no way is this an exhaustive guide, but we hope it's a helpful way to think about including ethnographic research in your practice.

** It's important to understand the contexts within which users will interact with your product. It's critical — particularly when designing with or for a group vastly different from yourself in culture or ability. This is part of a larger conversation around design ethics: taking time to talk to and test your designs with a diverse group of users is a great first step.