

LEMONADE OUT OF LEMONS

Design increases your data's value to your users

SemTech East • Washington DC • 1 December 2011



Design for **Context**

Making software applications and web sites easy to use

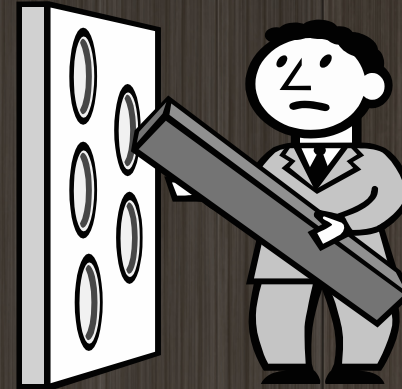
www.designforcontext.com

Duane Degler @ddegler
duane@designforcontext.com

Jasmin Phua @jasphua
jasmin@designforcontext.com

duane degler

@ddegler

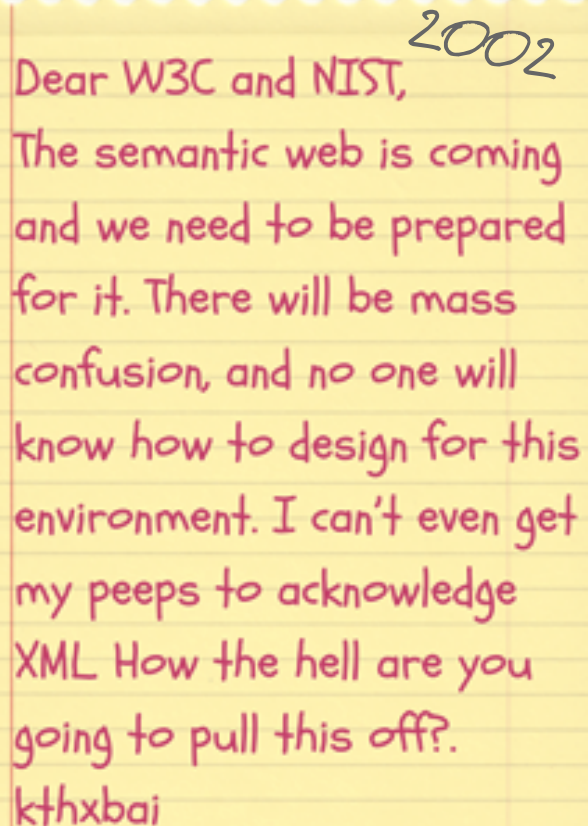


CAN'T THIS
BE EASIER
TO DO?



jasmin phua

@jasphua



2002
Dear W3C and NIST,
The semantic web is coming
and we need to be prepared
for it. There will be mass
confusion, and no one will
know how to design for this
environment. I can't even get
my peeps to acknowledge
XML. How the hell are you
going to pull this off?
kthxbai

Raw
ingredient

=

Data



Value of your data



USER EXPERIENCE

What do you know about the user?
What are they interacting with?

USER GOAL

Why am I here?

design with intent

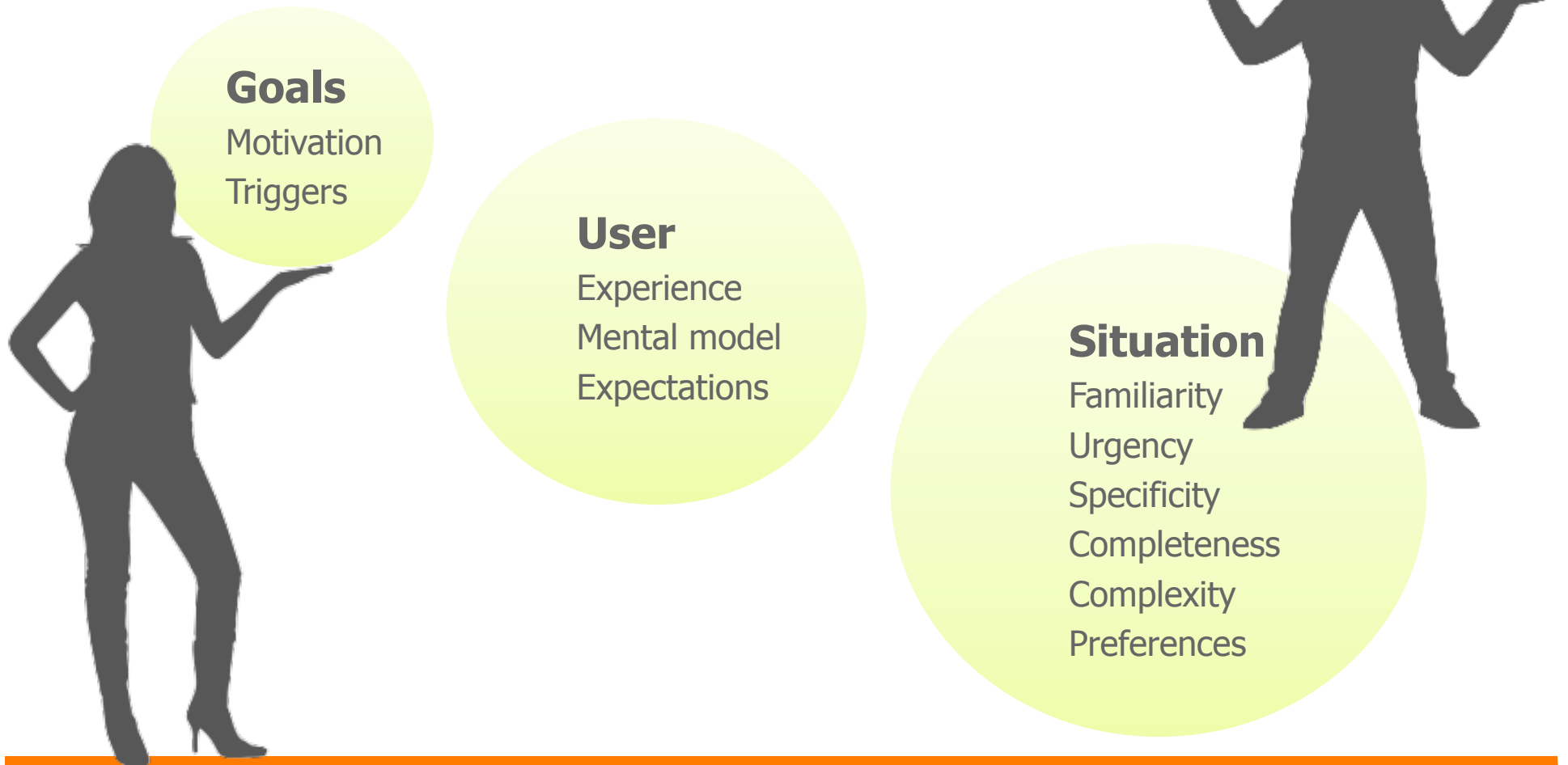
●
before

●
during

●
after



design perspective



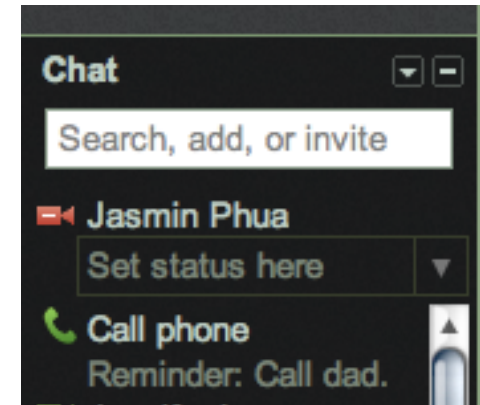
How does the design align with your goals?



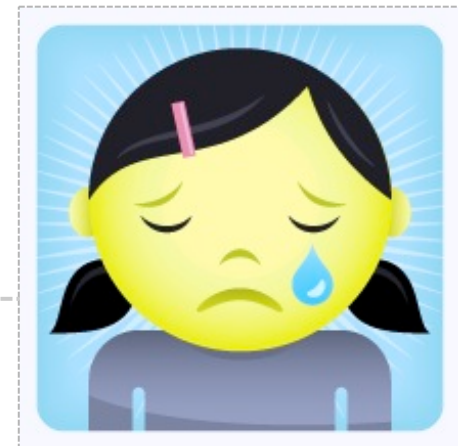
A story about CONTEXT



Father's Day 2011



- ✓ Proactive behavior
 - ✓ Context-sensitive
- Relevance



what went wrong?

invasion!

"Is Gmail really nagging its users about such a personal topic"

"..recently lost my dad...incredibly mocking"

"I don't have a father, and I don't appreciate being reminded"

How do I get rid of the "reminder" to call my "dad"?

[Report abuse](#)



[Annelise W.](#)
Level 1
6/19/11

I understand that Google is celebrating Father's Day, and I accede to there being, for instance, a holiday Google Doodle up on the main page today. However, when I am using my Gmail inbox and the chat function, I don't appreciate there being a "Call dad" reminder next to/under the (otherwise lovely) phone function. Is there a way to get rid of this reminder to call a relative who, to me, does not exist beyond the basic biological level? I've looked at my Tasks list, and "Call dad" is not there, and perhaps there is no option besides closing chat! Which I'm not planning to do, but it's still hard to believe: is Gmail *really* nagging its users about such a personal topic?

Best answers



[aaronb79](#)
Level 2
6:34 AM

Best answer - [Annelise W.](#) (Asker) [Go to this answer](#)

Update:

To disable this and any future insensitive reminders from Google to call someone from Gmail, open your Gmail settings, and under the Chat settings tab check "Disable Outbound Calls from Gmail." Your Gmail should reload, and when the chat starts up the "Reminder: Call dad" message will be gone.

While this may simply be trading one inconvenience for another, at least it is less upsetting.

22 of 34 people found this answer helpful. Did you? [Sign in to vote.](#) [Report abuse](#)

Replies 1 - 40 of 42



[Harpsiccord](#)
Level 1
6/19/11

Same here. I very recently lost my dad and I while I understand the sentiment, having that "reminder" there is incredibly mocking.

61 of 96 people found this answer helpful. Did you? [Sign in to vote.](#) [Report abuse](#)



[mnbear67](#)
Level 1
6/19/11

I agree. Isn't this day hard enough without my own computer rubbing it in my face?

29 of 53 people found this answer helpful. Did you? [Sign in to vote.](#) [Report abuse](#)



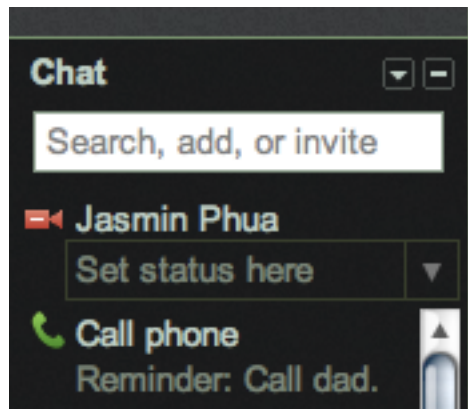
[BMRR](#)
Level 2
12:29 AM

Yes, please get rid of this "feature." I don't have a father, and I don't appreciate being reminded of that fact by Gmail. I'm sure it was a sweet and genuine idea by someone who meant well, but we're already bombarded by reminders that it's Father's Day; seeing that little "Call Dad" note just isn't pleasant for those of us who CAN'T call Dad.

22 of 44 people found this answer helpful. Did you? [Sign in to vote.](#) [Report abuse](#)



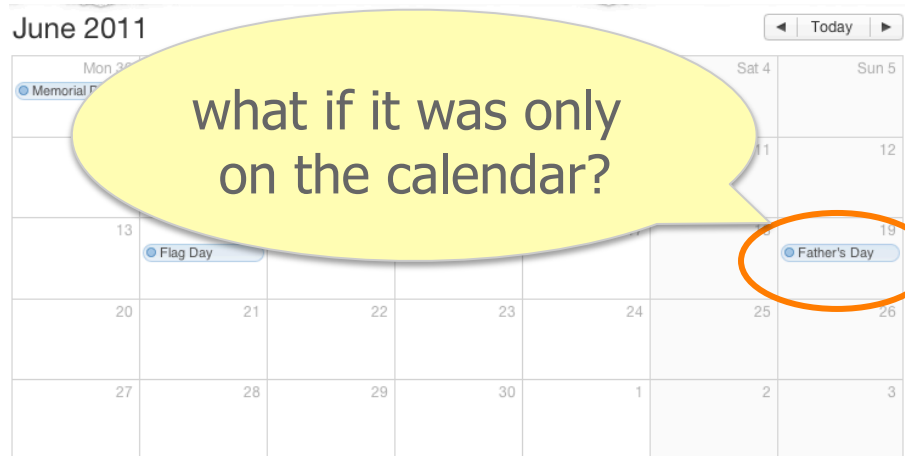
presumptuous design



Did users know that it was Father's Day? **Very likely**

“ insensitive
mocking
nagging
don't appreciate ”

EXPECTATIONS
— VS —
PRESUMPTIONS



- » Location / context in system
- » No user control
- » Perspective: "reminder"
- » Action: "Call..."

design with intent



people are complex



» User Experience

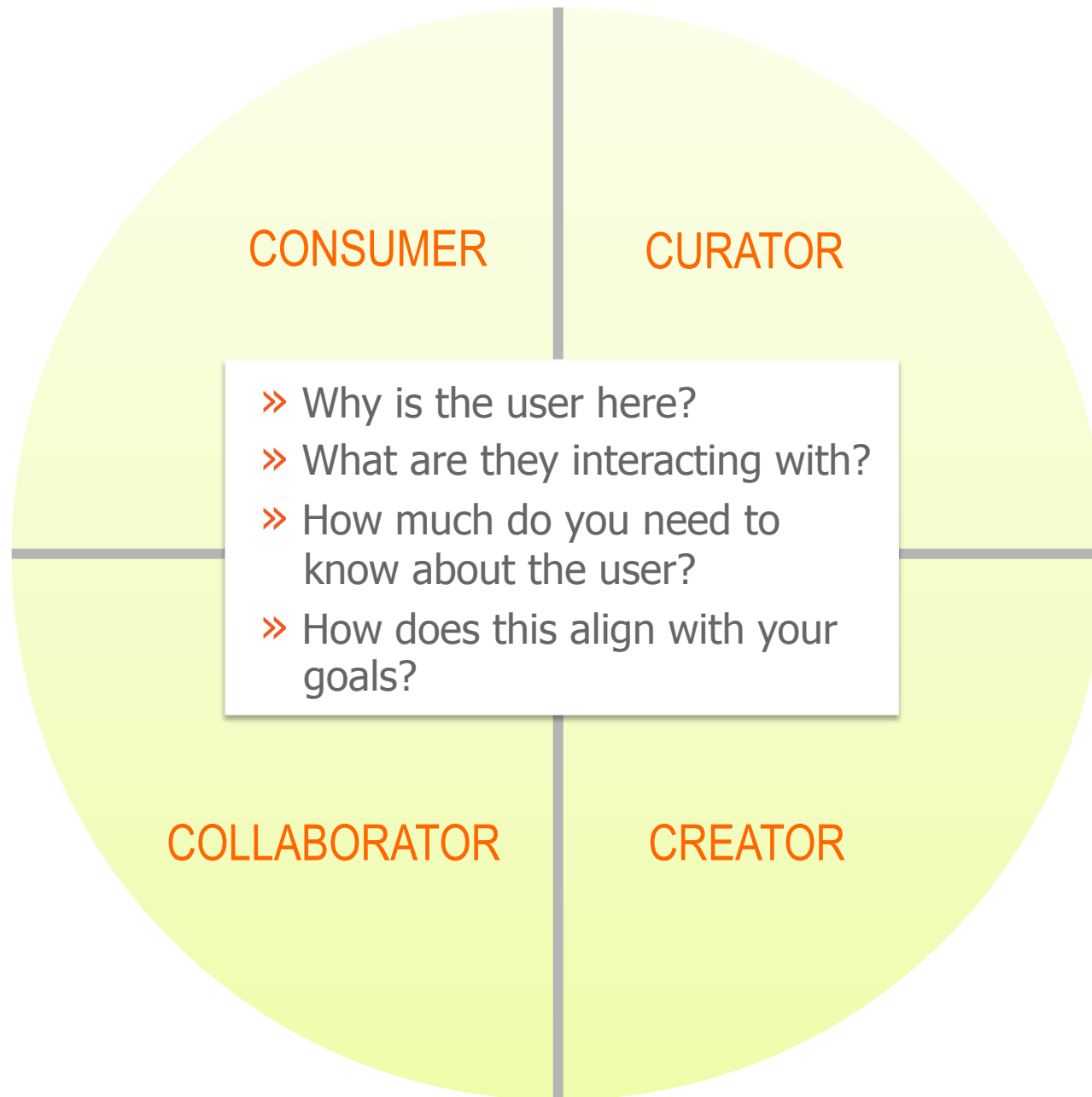
- Relevant
- Integrated
- Illuminating
- Personal
- Social
- Mobile
- Location-aware
- Situated
- Temporal
- Multi-modal

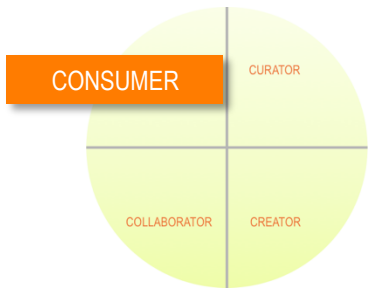


INTERACTING WITH DATA



How do users interact with your data?





CONSUME ::

Looking for answers, suggestions, resources, diversion

DESIGN GOALS

- » Reduce noise
- » Increase signal
- » Supporting progress

HOW TO HELP THE USER?

- » Bite-size chunks – structure and granularity
- » Provide control
- » Make it accessible and frictionless
- » Create opportunities to capture users' perspectives and interests



Data consumer :: granularity and structure

The screenshot shows the Usability Body of Knowledge website. At the top right, there are links for 'Contact', 'Logout', and a 'Volunteer' button. A search bar is located below these links. The main navigation menu includes 'Home', 'What is Usability?', 'Topics', 'About the Usability BoK', and 'Glossary'. The left sidebar contains a tree view of 'Topics' with sub-items like 'Methods', 'Analysis', 'Requirements', 'Cognitive Models', 'Design Methods', 'Usability Evaluation', 'Design', and 'Managing UX'. The main content area is titled 'Field Study' and includes a breadcrumb trail: 'Home » Topics » Methods » Analysis'. The text describes field study as a method for collecting data about users, user needs, and product requirements through observation and interviewing. It also lists related links with detailed descriptions and 'How To' guides. At the bottom right of the content area, there are icons for email and 'ShareThis'.

Usability Body of Knowledge

Contact | Logout Volunteer

Home What is Usability? Topics About the Usability BoK Glossary

Home » Topics » Methods » Analysis

Field Study

A field study is a general method for collecting data about users, user needs, and product requirements that involves observation and interviewing. Data are collected about task flows, inefficiencies, and the organizational and physical environments of users.

Investigators in field studies observe users as they work, taking notes on particular activities and often asking questions of the users. Observation may be either direct, where the investigator is actually present during the task, or indirect, where the task is viewed by some other means like a video recorder set up in an office. The method is useful early in product development to gather user requirements. It is also useful for studying currently executed tasks and processes.

Related Links **Detailed description** **How To**

Courage, C. & Baxter, K. (2005). *Understanding your users: A practical guide to user requirements - Methods, tools, & techniques*. San Francisco, CA: Morgan Kaufmann.
http://www.elsevier.com/wps/product/cws_home/703450
Chapter 13 in this book covers field studies.

Rosenbaum, S. (2002). Usability in Practice: Field Studies. In Proceedings of CHI 2002 Conference, Usability in Practice session *Field Studies—Evolution and Revolution*.
<http://www.teced.com/PDFs/Chi2002.pdf>
A good overview of the role of field studies in usability, with references to related literature.

Nielsen, J. (2002). Field Studies Done Right: Fast and Observational.
<http://www.useit.com/alertbox/20020120.html>
Describes the "how to" for field studies, focusing on observing people rather than interviewing them.

✉ ShareThis

Topics

- Methods
 - Planning
- Analysis
 - Contextual Inquiry
 - Ethnography
 - Field Study**
 - Diary Study
 - Photo Study
 - Phone Interview
- Requirements
- Cognitive Models
- Design Methods
- Usability Evaluation

Design

- Managing UX

Lifecycle: User research
See also: Ethnography
Sources and contributors:
Nigel Bevan, Tomer Sharon.
Based on **UsabilityNet description** by Nigel Claridge.
Released: 2009-06

We need the help of volunteers to refine and extend the content. If you are interested in contributing, please fill out the volunteer form.



Data consumer :: granularity and structure

Home > Topics > Methods > Analysis

Field Study

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ShareThis

Overview & Important References

Intro

More Detail
(optional)

Context

Section name

Title (Topic name)

Definition

Shared with site-wide Glossary

Simple Description

For general understanding

Read More About It

References to key external resources

[suggest a reference/link](#)

Description

How To

Considerations

Tabbed scrolling window

- Description is more detailed information
- How To is practitioner-focused steps
- Considerations offer specialized insights

Categories

Context for the Topic's role within the profession

Comments

Facts

- contributors
- version history
- synonyms
- Persistent URI

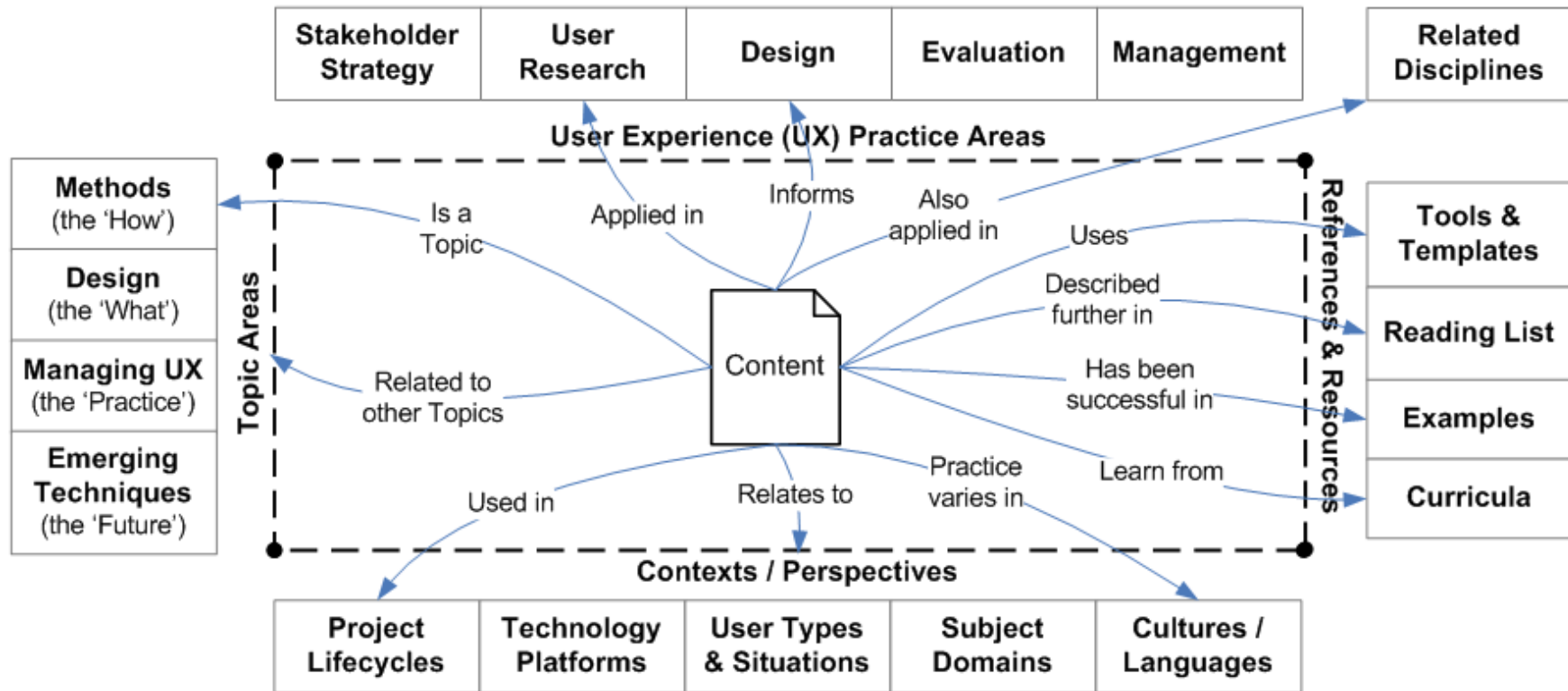
Related Topics

Metadata
Relationships
with other topics

design for bite-sized chunks



Data consumer :: relationships



Data consumer :: context, expectations, support

meetup Find a Meetup Group Start a Meetup Group

Jasmin Phua What's new Help My Groups Account Log out

Welcome back, Jasmin Phua!

Your calendar

Suggestions On Show All

Dec 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

what's mine?
which one am I attending?
why are these showing up?

X not MY meetups

wow! Is attending meetups your full-time job?



Data consumer :: context, expectations, support

Meetups based on your 8 interests [Add more interests](#)

Opera	x	Quantified Self	x	Information Architec...	x
Interaction Design	x	User Experience	x	Usability	x
Web Technology	x	Web Design	x		

Tuesday November 22

7:00 PM **Awakening Meditation**
Breath Awareness Meditation Group [MORE INFO](#)
Suggested 7 attending

Creating Teachable Moments for Women and Girls [MORE INFO](#)
Get to know each other
Suggested 6 attending

7:30 PM **The Chicago Black Professionals Social Network** [MORE INFO](#)
"Tower Heist" at Showplace Icon theater
8:10p, \$6 w/Extras card. FREE PARKING!
Suggested 26 attending

Tuesday December 6

5:30 PM **Chicago Health 2.0 / Tech MedHost - a health tech startup's story from inception to acquisition** [I'M GOING](#)
35 attending

6:00 PM **Chicago Online Marketing Group Annual Holiday Party!** [MORE INFO](#)
Suggested 5 attending

ChicagoRuby [MORE INFO](#)
ChicagoRuby: Downtown - High Availability at Braintree
Suggested 61 attending

6:30 PM **Chicago Area DotNetNuke Users Group** [MORE INFO](#)
Chicago Area DotNetNuke Users Group
Suggested 3 attending

A third party (meetup organizer) has become intermediary for YOUR context



Data consumer :: context, expectations, support

What if?

Your calendar Add to...

Suggestions On Show All

Dec 2011 Today

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Meetups based on your 8 interests

Opera x Quantified Self x Inform

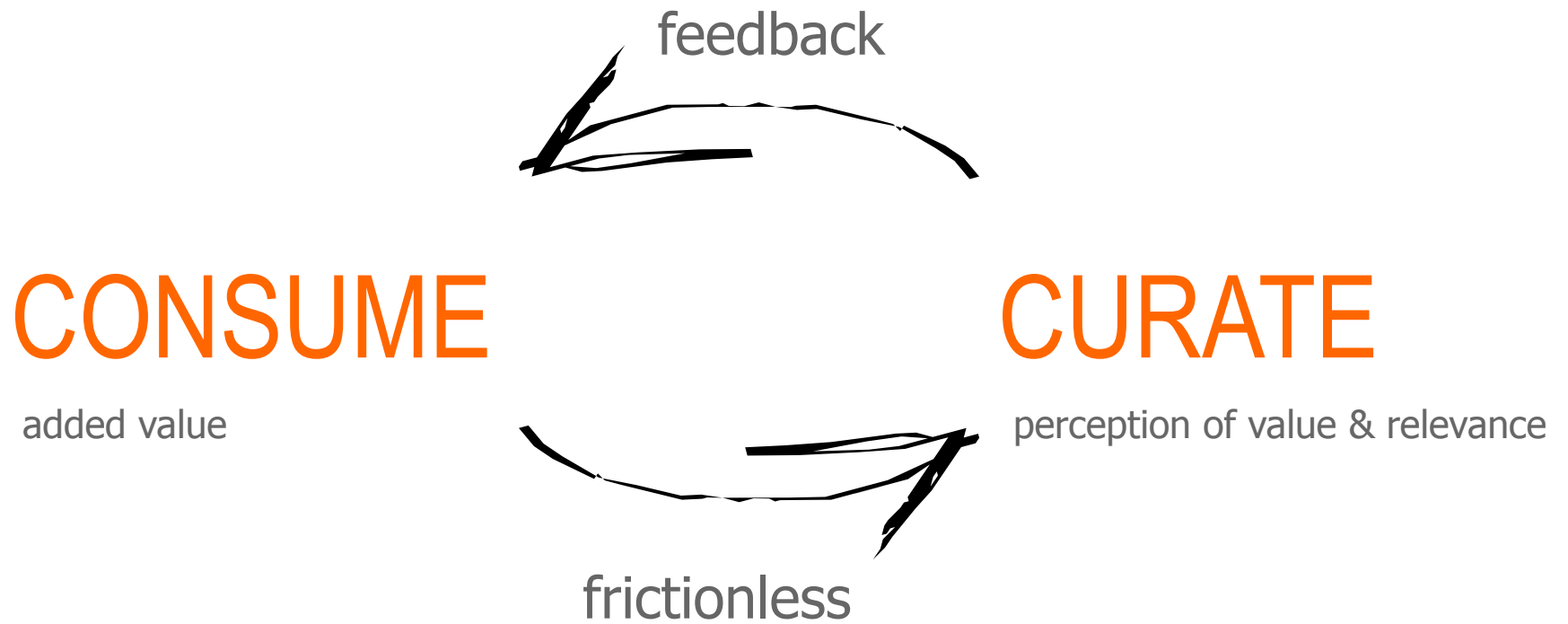
Quantified Self » [see related interest topics](#)

Less like this More like this

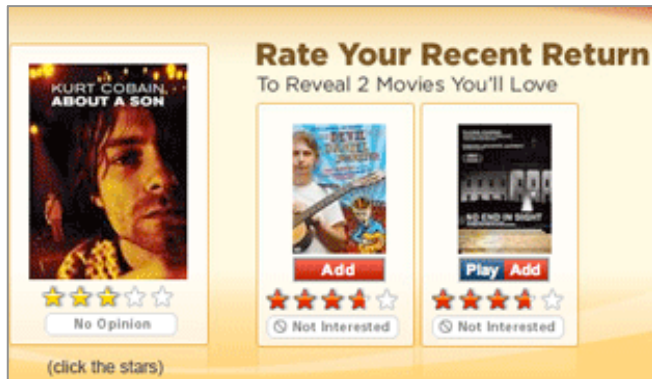
I don't want suggestions for this

design for control

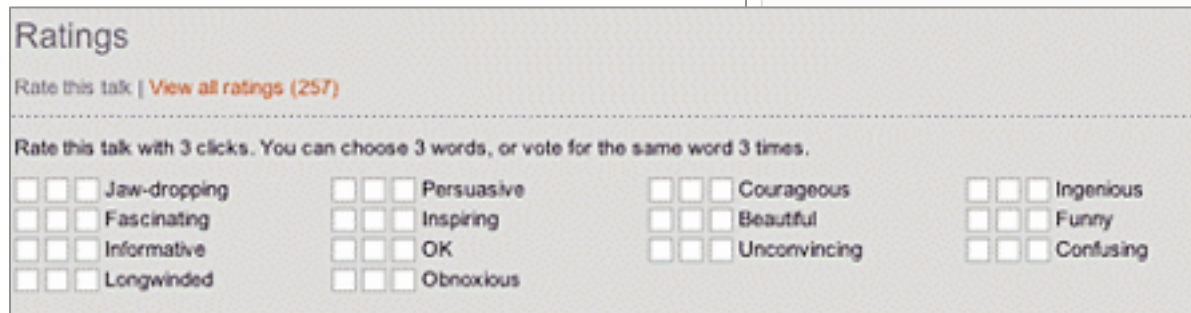
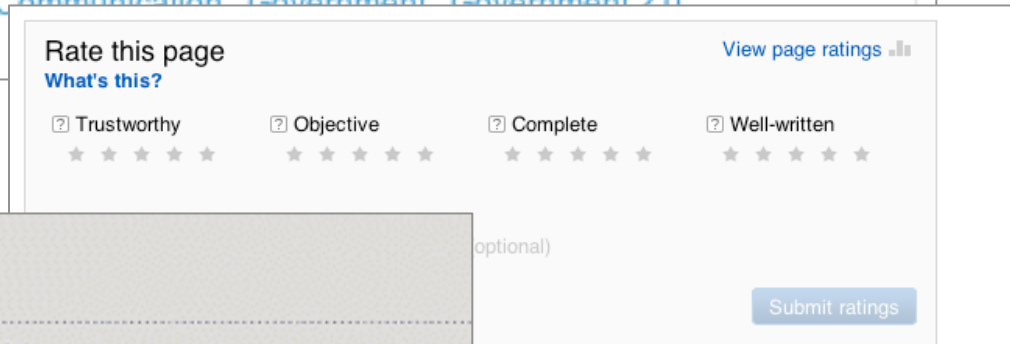




Data consumer :: low friction interaction



design for availability and access



Moving from consuming to curating

Brooklyn Museum

When evaluating the submitted works, please consider the following:

- How well does the image illustrate or express the theme "The..."
- Do you consider this work effective given the technical quality of the image, please rate it on the appropriate position on the 5-point scale. SUBMIT button

Works will be evaluated from most to least effective. If you have an image, please rate it on the appropriate position on the 5-point scale. SUBMIT button

Once you've submitted a specific work, it will be available through May 23...

Evaluation
Consider this [most effective](#)

In the Gallery | [Top 10 Compared](#) | Most Discussed | Select & Compare

Compare Top 10 by: Evaluator Knowledge Evaluator Location

What are...

All Evaluator Knowledge Levels ?

[compare](#) [compare](#) [compare](#) [compare](#) [compare](#)

No Knowledge ?



Marcia Bricker Halperin. *Dubrow's Cafeteria*, 1979. All rights reserved

Artist Statement

A 1970 taxi driver's guide lists 3 pages of NYC cafeterias including Dubrow's cafeteria on Kings Highway. A sprawling, art deco style eating establishment on the corner of 16th Street you would enter through the revolving doors, take a ticket from the machine that announced your entry with a beep and scan the tables looking for familiar faces. You could plunk down a quarter for a cup of coffee and sit all day.

27 Comments

great shot.

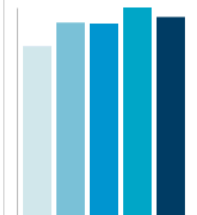
That is a fantastic exposure; you absolutely nailed this one. The composition is absolutely compelling, and the exposure is dead-on; it's remarkable that the light was such that this happened, and even more remarkable that you happened to have your camera ready. Fantastic.

The effect is almost that of a collage. Wonderful.

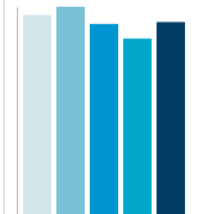
Are you new to Click?

Visit the [Click! Home](#), view the [tutorial](#), or use the menu above to view more images from [Click!](#)

Rating by Knowledge Level

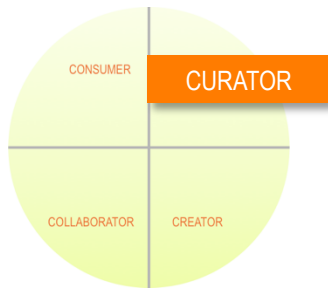


Rating by Location



User-surfaced perspectives of your content





CURATE ::

Refining, supplementing, adding value, offering perspectives, helping out

DESIGN GOALS

- » Lighter weight data entry responsibilities and engagement
- » User engagement adds value without prerequisite knowledge or experience
- » Support the users' understanding beyond creation needs

HOW TO HELP THE USER?

- » Enable users to surface relationships
- » Embedding opportunities into the consumer interface meaningfully



Data curation :: enable surfacing of relationships

The screenshot shows the Freebase profile for Riccardo Muti. The main section is titled "Conductor /music/conductor" and features a table of "Ensembles Conducted:" with columns for "ensemble", "from", and "to". The table lists three entries: Philharmonia Orchestra (1973-1982), Chicago Symphony Orchestra (2010-), and Philadelphia Orchestra (1980-1992). A fourth row is being edited, with "La Scala" entered in the ensemble field. A dropdown menu is open, showing a list of suggestions: Teatro alla Scala (Conducted Ensemble), La Scala (Musical Album), La Scala, La scala di seta, Tomorrow La Scala!, Rudy La Scala, La Scala, La Scala, La Scala, and La Scala. A "view more" link is also present. Below the dropdown, a "Your item not in the list?" message is shown, along with a "Create new Conducted Ensemble" button (Shift+Enter). The "Awards Won:" section shows a table with columns for "year" and "award", listing three awards from 2000 and 2011. The "Broadcast Artist /broadcast/artist" section shows a "Content:" field with "Venice Classic Rad".

ensemble	from	to
Philharmonia Orchestra	1973	1982
Chicago Symphony Orchestra	2010	
Philadelphia Orchestra	1980	1992
La Scala		

year	award
2000	
2011	
2011	

year	award
1987	Filarmonica della Scala

design to manage risk



Data curation :: embedding opportunities

She stopped the show from the gallery and down a shower of leaflets ...

"A scene that brings us back to the film viscontiana Sense. There were phrases on the Italian, others with the words *Viva President Napolitano* and *Senator Muti for life* that made me some embarrassment. It was something totally spontaneous, there was nothing prepared. I took the word to remember that culture is the

guide of our society. Then Go room, there were singers who Italian spirit. "

In 1986 he did an encore c



Original Text:

Ho preso la parola per ricordare che la cultura è la guida della nostra società.

I took the word to remember that culture is the guide of our society.

Click on words

Contribute

Original Text:

Ho preso la parola **per ricordare** che la cultura è la guida della nostra società.

I took the word to remind that culture is the guide of our society.

Click on words

to remember

to recall

Contribute

Original Text:

Ho preso la parola per ricordare che la cultura è la guida della nostra società.

Show alternative translations

Google™

Thank you for contributing your translation suggestion to Google Translate.

design for serendipity



CURATE

supplement

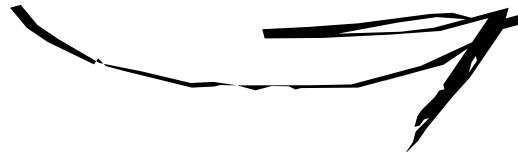
structure

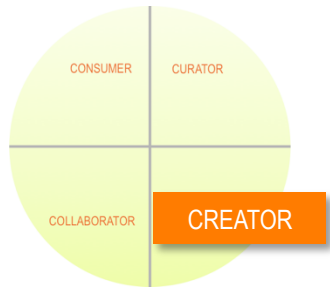


CREATE

produce a complete whole

investment





CREATE ::

Express or produce something that creates a complete whole

DESIGN GOALS

- » All the capabilities and resources to produce a finished product should be at hand
- » If structure is important, then structure should be supported

HOW TO HELP THE USER?

- » Reduce redundancy in user interactions via accelerators
- » Anticipate capabilities and resources needed
- » Provide structure where encouraged and appropriate



Moving from curation to creation



The screenshot displays the Storify interface. On the left, a post creation form is visible with the title "UC Davis Pepper Spray" and a description field. On the right, a media search panel shows results for "UC davis|pepper spray". The search results include tweets and news articles from ClaraJeffery, BreakingNews, KCBSNews, shannahixsonFZB, constancerockaf, and vjotimesherald. Two curved arrows point from the search results to the post creation area, indicating the flow of information from curation to creation.

How do you support the curate-to-create transition?



Data creation :: assembling content » curatorial perspective



Q Media [Search bar] jaspua

Search Images Timeline

Q arab spring #syria

Links Retweets Near...

RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 18:53:13 GMT+0200

dmdspcs RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 18:50:26 GMT+0200

spedralbes RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 17:31:05 GMT+0200

kallou22 RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 16:44:31 GMT+0200

poohbah75 RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 16:38:54 GMT+0200

acarvin RT @edwardedark: #SYRIA WATCH East Voices | An Arab Spring social media

Sat Nov 26 2011 16:38:16 GMT+0200

Q Media [Search bar]

Search Images Timeline

Q arab spring #syria

Web News Images

Q arab spring #syria

Arab Spring - Wikipedia, the free encyclopedia
Civil uprisings against the governments of Syria and Egypt. The Arab Spring (Arabic: الربيع العربي ar-Rabi' al-Ahmar) a...

en.wikipedia.org · Sun Nov 27 2011 06:21:23 GMT+0200

The Arab Spring and Syria's long winter - Opinion
Sep 28, 2011 ... As President Assad continues to visit Syria, the international community considers intervention.

aljazeera.com · Sun Nov 27 2011 06:21:23 GMT+0200

The Arab Spring: Libya and Syria | Atlantic Council
Sep 22, 2011 ... Libya and Syria have become the latest in a series of impacts that the so-called Arab Spring have had on the region.

www.acus.org · Sun Nov 27 2011 06:21:23 GMT+0200

The next chapter in Arab Spring: Syria's Assad will be the next
Nov 10, 2011 ... Syrian President Bashar al-Assad's resignation, a US official said on Wednesday, while earlier reports had suggested he would stay in power.

www.firstpost.com · Sun Nov 27 2011 06:21:23 GMT+0200

Arab Spring - Syrian Uprising | Facebook
Arab Spring - Syrian Uprising - Description: Protests in Syria when one case of self-immolation was reported. Protesters are demanding the resignation of President Bashar al-Assad.

www.facebook.com · Sun Nov 27 2011 06:21:23 GMT+0200

Al-Qaida advises the Arab Spring: Syria « Jihadic
Nov 19, 2011 ... With the Arab Spring going strong in Egypt, Al-Qaida has broadened its sense of jihadism to include Syria and other Arab Spring nations.

Storified by Mohammed Ismail
2 hours ago · 1319 views · 245 likes · 759 retweets

Egypt's Revolution 2.0 - Day 8

Tweet Embed

SCAF has torn down tents in Tahrir Square in an attempt to clear the square of protesters. Egyptians fought off the SCAF capturing one of their trucks in the process. A march is now starting in Tahrir Square. [UPDATE] The protesters have now re-occupied the Square and have set up barricades.

“ Pics of #Egypt solidarity actions in Melbourne: tinyurl.com/7gxrlgp Sydney: tinyurl.com/7okt4k8 tinyurl.com/6pwlmmf #tahrir
2 hours ago

“ Egypt’s Muslim Brotherhood wants the parliament to form a government - media reports #news #Tahrir
2 hours ago

“ I support #Tahrir from Venlo (NL) bit.ly/isupportluck on a hopefully peaceful path to democracy!
2 hours ago

“ @Moh20111 people are not in #tahrir for election streets for you and my dignity and freedom , we are a revolution
2 hours ago

“ Worst thing, they beat me b4 they accuse me of an interrogation, no accusations, nothing! the only question is "where r u from?"



RT @thesafwats An X ray foot of a #tahrir protester #20nov showing a bullet behind his heel @mar3e http://yfrog.com/ocysryj #occupycabinet
a day ago Saleh Fakry Mohamed



#tahrir من أعظم الأفظى في التحرير. محاكمة قاتل الثوار حمدي بدلين http://yfrog.com/oekuuxj
3 days ago The Big Pharaoh



Data creator :: anticipate capabilities

What if ?

bring relevance and context from
your content environment

The screenshot shows the Storify web interface. On the left is a large text area for creating a story, with a 'Collapsed view' button and a 'Header' field. On the right is a 'Media' sidebar with a search bar containing 'arab spring #syria'. Three search results are visible, each with a profile picture, name, and text snippet. Hand-drawn arrows point from the text 'bring relevance and context from your content environment' to the search bar and the first result. Another arrow points from the text 'extend composition to support narrative structures' to the main text area. A third arrow points from the text 'provide smart metadata opportunities' to the bottom of the search results.

extend composition to
support narrative
structures

provide smart metadata opportunities



Data creator :: relationships from your content environment

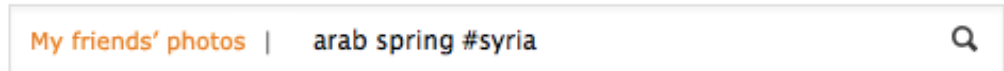


The screenshot shows a social media search bar with the text "arab spring #syria" entered. Below the search bar, three search results are displayed:

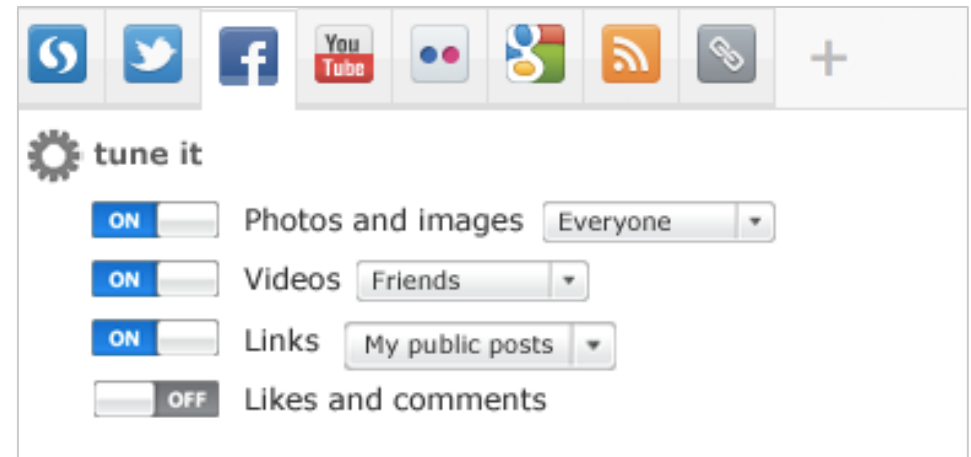
- Sadiq Wana**: It seems a bloodbath is the only way forward for Syria. We must recognize that Arab Dictators have been behind most ills in Arab World. Just as America's civil war or French revolution had paved the way for very bright future for America and France, the Arab Spring will look very messy but it is the only way out for Arab world and I hope Arab Spring will usher the region a democracy, rule of law, respect for women, minorities, human rights, and good governance. We hope violence ends in Syria and negotiation begins. (Wed Nov 16 2011 15:53:01 GMT-0500 (EST))
- Zulkiflee Ismail**: Source Tony Cartalucci, Contributing Writer Activist Post As stated in February 2011's "The Middle East & then the World," the US-funded, armed, and backed "Arab Spring" was far from "spontaneous" or "indigenous" but rather a premeditated region-wide destabilization to solidify Wall Street-London hegemony throughout the Middle East in an effort to cut-off and isolate both Moscow and Beijing in a gambit designed to establish an uncontested, corporate-fascist "international order." US Senator John McCain, chairman...
- Mangaliso Stalin Khonza**: What do u make of the latest developments in the Arab League regarding the suspension of the membership of Syria, a critical piece in the long struggle against Israel following Afghanistan, Iraq, Libya and the Egyptian Arab Spring then the complete isolation of Iran in between the forces of Nato stationed in Iraq and Afghanistan. Was this the original plan around babylonian territories that will ultimately forge peace through war in the middle east with their imposed leaders? And what do u make of Russia's stance which is China's stance in this matter? are these the building blocks to a global catastrophe

searches are brute force ways to assemble and tune content

What if?



My friends' photos | arab spring #syria



tune it

- Photos and images Everyone
- Videos Friends
- Links My public posts
- Likes and comments



Data creator :: smart metadata opportunities



Timeline of Arab Spring

Enter a description

Arab Spring - Wikipedia, the free encyclopedia
Civil uprisings against the governments of Syria and Bahrain, despite government ... The Arab Spring (Arabic: الربيع العربي ar-Rabi' a...
Wikipedia

Syria (UN / Illuminati (NWO) Aggression) Hidden Agendes - Arab Spring (Prelude to World War 3)
TheEsIperry Thu Oct 06 2011 14:39:23 GMT-0400 (EDT)

European Response

Russian opposition takes inspiration from Arab Spring - Europe ...
Nov 11, 2011 ... Mary Dejevsky. One of the country's most respected commentators on Russia, the EU and the US, Mary Dejevsky has wo...
www.independent.co.uk

Topics:

Politics	100%
War Conflict	100%

Social Tags:

War Conflict	☆☆☆
Politics	☆☆☆
Geography	☆☆☆
Asia	☆☆☆
Western Asia	☆☆☆
Yemen	☆☆☆
Demonstration	☆☆☆
North Africa	☆☆☆
Arab World	☆☆☆
Arab League	☆☆☆
Arab	☆☆☆
Middle East	☆☆☆



Suggested (5)

Add All All

War conflict	+	-
Demonstration	+	-
Uprising	+	-
Revolution	+	-
Civil war	+	-

Search arab spring #syria

Sadik Warfa
It seems a bloodbath is the only way forward for Syria. We must recognize that Arab Dictators have been behind most ills in Arab World. Just as America's civil war or French revolution had paved the way for very bright future for America and France, the Arab Spring will look very messy but it is the only way out for Arab world and I hope Arab Spring will usher the region a democracy, rule of law, respect for women, minorities, human rights, and good governance. We hope violence ends in Syria and negotiation begins.
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Mon Nov 14 2011 18:12:59 GMT-0500 (EST)

Mangaliso Stalin Khonza
What do u make of the latest developments in the Arab League regarding the suspension of the membership of Syria, a critical piece in the long struggle against Israel following Afghanistan, Iraq, Libya and the Egyptian Arab Spring then the complete isolation of Iran in between the forces of Nato stationed in Iraq and Afghanistan. Was this the original plan around babylonian territories that will ultimately forge peace through war in the middle east with their imposed leaders? And what do u make of Russia's stance which is China's hope in this matter? are these the building blocks to a global catastrophe

IN-TEXT LINKS Arab

APPLY ALL

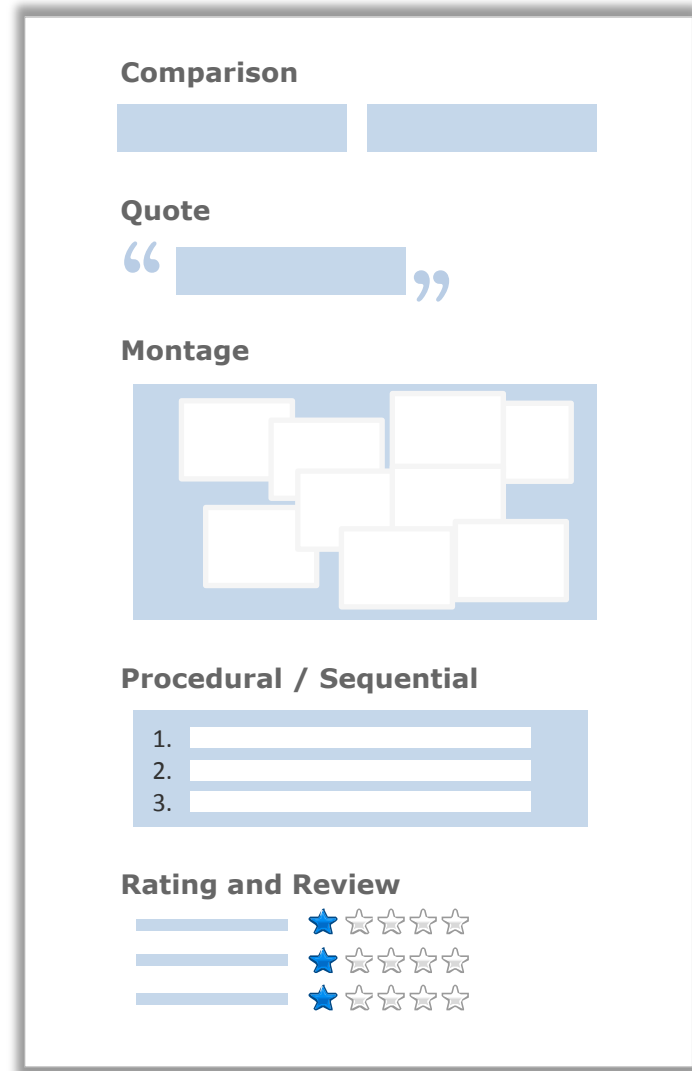
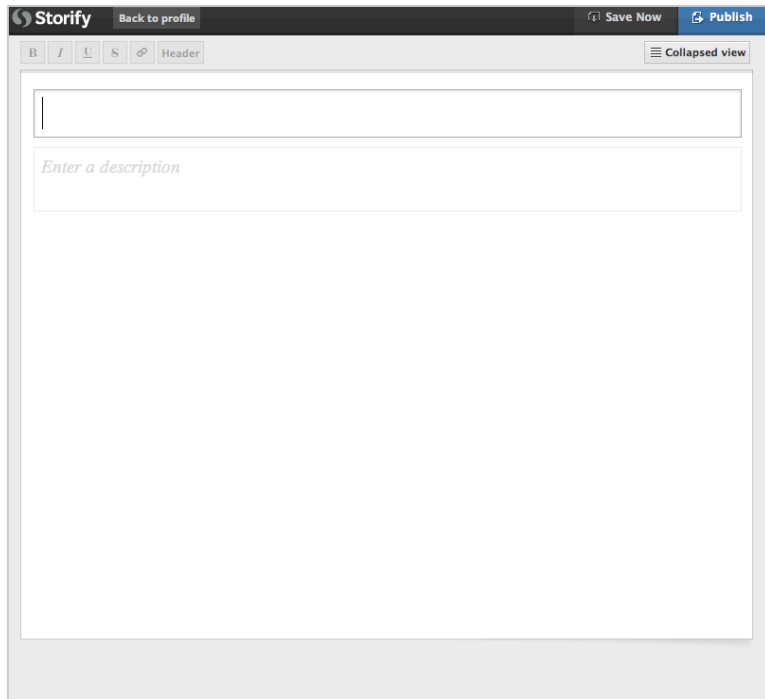
TAGS

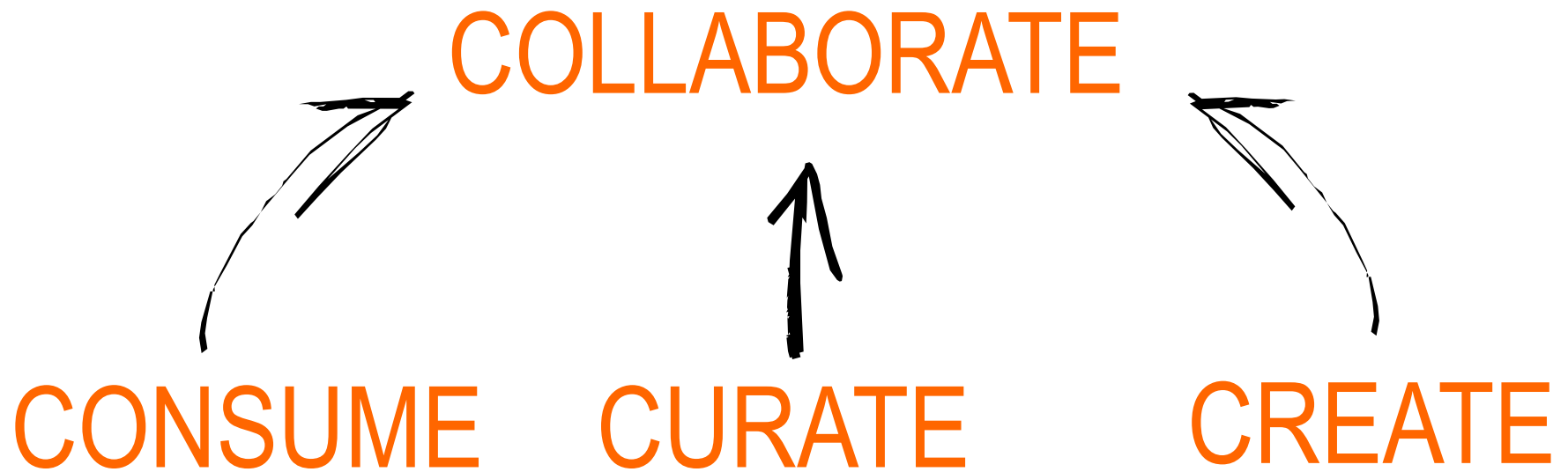
APPLY ALL

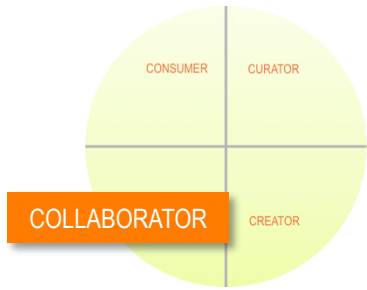
Tunisia Egypt Yemen Libya Syria Bahrain Arab people Arab world



Data creator :: support narrative structures







COLLABORATE ::

Working with others towards a shared experience, community, or vision

DESIGN GOALS

- » Make information available in a consumable manner
- » Support human agent dialogues; online-offline

HOW TO HELP THE USER?

- » Transparency
- » Increase exposure and awareness of context
- » Support articulation of differing perspectives



Data Collaboration: applied context

Google liquor store

Search About 51,400,000 results (0.15 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Chicago, IL
Change location

Any time
Past hour
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...
More search tools

Binny's Beverage Depot - Wine, Spirits & Beer Since 1947
binnys.com/
Binny's Beverage Depot Fine Wines **Spirits** Cigars. ... Binny's Card Weekly Ad
Members Specials Policies FAQ Retail **Stores** Contact Us Job Opportunities ...

Liquor Store :: Boston
www.liquorstoreboston.com/
The Party Continues. **Liquor Store**, Boston's # 1 party destination continues to bring
you the ultimate party experience. Drink, Dance and Party at the home of ...

Find a Store | Washington State Liquor Control Board
liq.wa.gov/stores/find-store
For **liquor store** location, store hours, phone number and district manager, search by
the following options: No solicitation please. Select City. All Cities ...

Places for liquor store near Chicago, IL

Binny's Beverage Depot
www.binnys.com
★★★★★ 11 Google reviews

Warehouse Liquors
www.warehouseliquors.com
★★★★★ 8 Google reviews

Un Cork It Chicago
www.uncorkitchicago.com
★★★★★ 5 Google reviews

Cal's
maps.google.com
★★★★★ 7 Google reviews

Binny's Beverage Depot

Map for liquor store

Map showing location of liquor stores near Chicago, IL.

filter bubble issue



What if?

Google

Search

Duane's vacation home
Change location

Everything
Images
Maps
Videos

design for transparency and awareness



Data Collaboration: applied context

Where shall we go for dinner?

I want seafood pasta

As long as there are vegetarian options

that place on via dei mille near Piazza Amedeo

coffee, must have good coffee

Let's find a place where we can sit outside

yelp Search for (e.g. taco, cheap dinner, Max's) Near (Address, City)
restaurants Piazza Amer

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk

restaurants Naples
Browse Category: Restaurants

Show Filters

Jasmin Domenico Chiara Francesco Giuseppe

0.1 Km ●●●

1. La Barrique
Category: Restaurants

★★★★★ 1 review
P.tta Ascensione, 9
80121 Napoli
081 662721

prove almost impossible. Fortunately at Barrique they all speak "in lingua." This out-of-the way restaurant sits on an humble and nearly hidden piazza in Chiaia. It is long on atmosphere, good wine, and excellent new

1.3 Km ●

2. Galleria Umberto I
Categories: Cafes, Landmarks & Historical Buildings, Shopping Centers

★★★★★ 1 review
Via San Carlo
Naples, Campania

2.3 Km ●●

3. Pizzeria Sorbillo
Category: Pizza

★★★★★ 1 review
Via dei Tribunali, 38
80138 Napoli
081 0331009

pizza I've had in my life. This pizzeria opened in 1935 by a mother who went on to have TWENTY ONE children. Making pizzas and babies at the same time. What a handful! The restaurant was easy to find thanks to a big...

0.2 Km ●●●●

4. Osteria da Tonino
Category: Italian

★★★★★ 1 review
Santa Teresa a Chiaia 47
80121 Napoli



Thank you



jasmin@designforcontext.com

duane@designforcontext.com



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