

# Mobile mapping, User Journeys & Collaborative Interviews with QualNotes App: Make your own Map!

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 Call For Participants

<https://sites.google.com/view/workshopmapping2024/home>

## Abstract:

### Aims:

The proposed workshop is dedicated to empowering participants in better understanding the physical landscape using the 'QualNotes' App. The App facilitates various ways of qualitative collaborative data collection. It is of particular interest to researchers working with Apps that are reactive to the physical environment, such as geolocated apps, outdoor mixed reality Apps (PokemonGo) and so on, as well as educators interested in digital methods education.

### Objectives:

- Gain hands-on experience using the QualNotes App for creating and visualizing user journeys.
- Learn to set up and use collaborative interviews and schedules.
- Card Sorting with Schedules.
- Using the Observation / Ethnography mode.
- Creating open-source Journey Maps.
- Exporting, publications and management of data, ethics compliance.

### Benefits:

- Enhancing UX design capabilities through expertise from human geography practitioners.
- Streamline the setup of collaborative distributed research projects.
- Learning to leverage the smartphone for physical geolocated research.

### Significance:

The workshop aligns with NordiCHI 2024's theme of 'Uniting HCI for a Hyperlocal and Global Experience', offering a platform for participants from diverse disciplinary backgrounds to collaborate and innovate at the intersection of Geographical Information Systems, Human Geography, Design Thinking HCI.

### Intended Audience:

HCI researchers, UX/UI designers, usability studies, GIS academics, mixed reality researchers

### Workshop Format and Activities:

#### Interactive Introduction to User Journey Mapping (1/2 hour)

- Icebreakers (indoor)

- Engaging discussions on the importance of user journey mapping in HCI/human geography (Lean Coffee format)

#### **QualNotes App Deep Dive (1 hour)**

- Interactive session exploring the app's capabilities in creating user journey maps: A walk in the park: learning to see (outdoors)

#### **Collaborative Session (1 hour)**

- Participants work in groups employing QualNotes in analysis mode to elicit insights (indoors)
- How to draw actionable insights from user journey maps
- Storymapping
- What is “coding” an interview

#### **Group Presentations and Feedback**

- Teams present their maps, receiving critical yet friendly feedback
- Retrospective

#### **Expected Outcomes and Impact:**

- Creation of a shared understanding of new research ways based on physical mapping in digital formats.
- Translate techniques from Human geography, ethnography to HCI Research.
- Establishment of links to community network for ongoing collaboration and knowledge exchange.

#### **Promotional and Recruitment Strategy:**

##### **Targeted Outreach:**

Engaging academic institutions, HCI communities, and industry professionals.

##### **Social Media and Online Forums:**

Utilizing platforms like LinkedIn and Twitter for wider reach.

##### **Collaborative Partnerships:**

Partnering with organizations in design, psychology, and technology for diverse perspectives.

##### **Partners:**

- OpenLab KTH
- SU Holding

##### **Call for Participation:**

A detailed call for participation will be circulated, including workshop goals, format, and registration details. This CFP will be accessible via a dedicated webpage, with provisions for online and in-person participation options. This proposal is designed to leverage the workshop format for dynamic interaction, promoting debate and joint action, and reaching out to intersecting disciplines and practices to advance constructive and critical discussions in HCI.

##### **Bios:**

##### **Jose Berengueres**

Jose Berengueres received a PhD in bio-inspired robotics from the Tokyo Institute of Technology. Currently, he is with the Computer Science Department at KTH. He teaches Visualization, Design Thinking, HCI and Agile among others. He has taught at business and design schools, and regularly lectures to corporations and governments on creativity and strategy. He also consults for various companies such as Apple and Porsche. He

has authored books such as the Brown Book of Design Thinking, Sketch Thinking, and Introduction to Data Visualization & Storytelling. His research focuses on applied data science.

#### **Danielle Drozdowski**

Danielle Drozdowski is a thought leader in the fields of human geography and memory studies. She is the Editor-in-Chief of a leading journal in the field Emotions, Space and Society. Her passion for methods innovation is evidenced in the adaptation and adoption of new technologies in her research and teaching and has been showcased for example in Doing Memory Research and Geographies of Commemoration – both peer-reviewed with high-end publishers. She has over 20 years of research and education experience with the application and teaching of qualitative research methods in social sciences and the humanities. She has research networks on five continents. She has completed the KTH OpenLab Ideas Program for teachers and researchers.

#### **Logistics:**

Half day

In-person

Needs room, projector or screen, tables for collaboration of 4 to 6 people each. Post-its, pens.