embedded ethnography: from trenches to understanding
human-centered design lifecycle

1. Analyze
2. Design
3. Evaluate
4. Deliver

Ongoing user, stakeholder, SME and engineering collaboration

Repeat
ethnography

the study and systematic recording of human races and cultures
purpose

desire to connect

design with purpose
preparations

- training + supplies
- reading + research
embedded with Marines

experienced two different environments
culture

acceptance + approval

teams, not individuals
human-centered design

observation
direct interactions
takeaways

learn more than expected capabilities based on cultures
contact

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