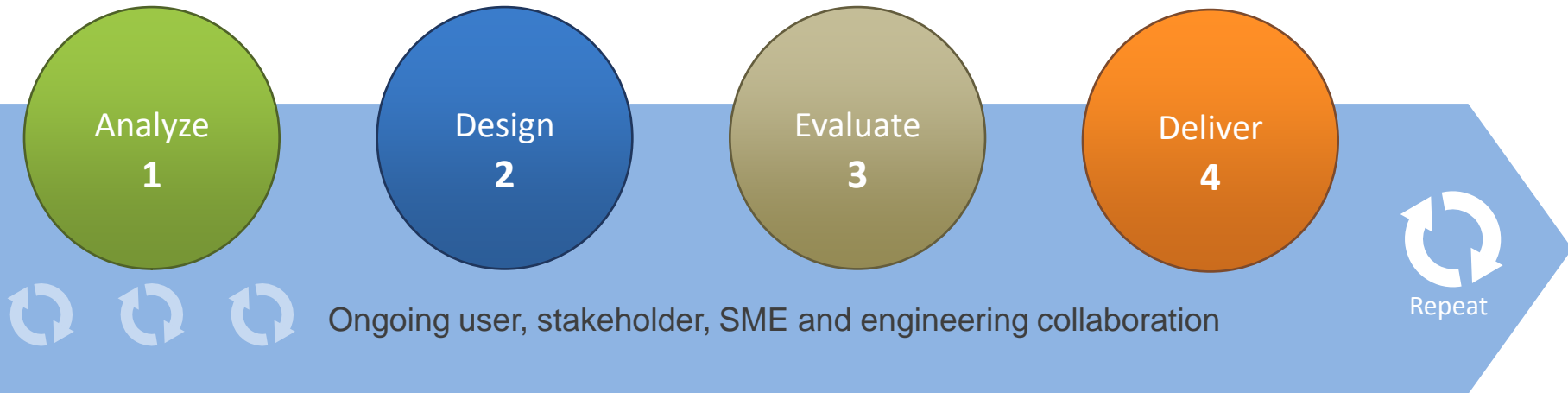


embedded
ethnography:
from trenches to
understanding

human-centered design lifecycle





ethnography

the study and
systematic recording of
human races and cultures

purpose



desire to connect



design with purpose

preparations



training + supplies



reading + research

environment



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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