

## Contents

<i>List of Figures and Excerpts</i>	page x
<i>List of Tables</i>	xiv
<i>List of Contributors</i>	xv
<i>Series Foreword</i>	xix
<i>Foreword by John Seely Brown</i>	xxi
<i>Acknowledgments</i>	xxvii
Introduction: Work Practice Analysis at Xerox <i>Margaret H. Szymanski and Jack Whalen</i>	1
<b>Part I Work Practice Study in Historical Context</b>	
1 Work Practice and Technology: A Retrospective <i>Lucy Suchman</i>	21
2 Engineering Investigations: What Is Made Visible in Making Work Visible? <i>Wes Sharrock and Graham Button</i>	34
<b>Part II Applying Work Practice Methods</b>	
3 Uncovering the Unremarkable <i>Peter Tolmie</i>	53
4 Work Practices to Understand the Implications of Nascent Technology <i>Francoise Brun-Cottan and Patricia Wall</i>	74
5 Tokyo to Go: Using Field Studies to Inform the Design of a Mobile Leisure Guide for Japanese Youth <i>Diane J. Schiano and Victoria Bellotti</i>	87

### Part III Practices around Documents

- |   |   |     |
|---|---|-----|
| 6 | Exploring Documents and the Future of Work<br><i>Jennifer Watts-Englert, Mary Ann Sprague, Patricia Wall,<br/>Catherine McCorkindale, Lisa Purvis, and Gabriele McLaughlin</i>  | 109 |
| 7 | New Ways of Working: The Implications of Work Practice<br>Transitions<br><i>Mary Ann Sprague, Nathaniel Martin, and Johannes A. Koomen</i>  | 128 |
| 8 | Behind the Scenes: The Business Side of Medical Records<br><i>Nathaniel Martin and Patricia Wall</i>  | 147 |
| 9 | Seeing the Right Color: Technical and Practical Solutions to<br>the Problem of Accurate Colour Reproduction in the Digital<br>Print Industry<br><i>Tommaso Colombino, David B. Martin, Jacki O’Neill, Mary Ann<br/>Sprague, Jennifer Watts-Englert, Jutta Willamowski, Frederic<br/>Roulland, and Antonietta Grasso</i> | 160 |

### Part IV The Customer Front

- |    |   |     |
|----|---|-----|
| 10 | Integrated Customer Service: Reinventing a Workscape<br><i>Jack Whalen and Marilyn Whalen</i>   | 181 |
| 11 | Interactions at a Reprographics Store<br><i>Erik Vinkbuizen</i>   | 205 |
| 12 | Ethnographically Informed Technology<br>for Remote Help-giving<br><i>Jacki O’Neill, Peter Tolmie, Stefania Castellani, Antonietta<br/>Grasso, and Frederic Roulland</i> | 225 |
| 13 | Sign of the Times at the Department Store: Replacing Paper<br>with Electronic Signs<br><i>Johannes A. Koomen</i>  | 240 |

### Part V: Learning and Knowledge Sharing

- |    |   |     |
|----|---|-----|
| 14 | Communal Knowledge Sharing: The Eureka Story<br><i>Jack Whalen and Daniel G. Bobrow</i>                           | 257 |
| 15 | Designing Document Solutions for Airline Maintenance<br>Advisories<br><i>Patricia Wall and Johannes A. Koomen</i> | 285 |

<i>Contents</i>	ix
16 Transforming Information System Design: Enabling Users to Design <i>Yutaka Yamauchi</i>	299
17 Rethinking How Projects Are Managed: Meeting Communication across the Organizational Hierarchy <i>Erik Vinkbuysen and Nozomi Ikeya</i>	312
<b>Part VI: Competency Transfer</b>	
18 Fujitsu Learned Ethnography from PARC: Establishing the Social Science Center <i>Koji Kishimoto with a Preface by Jack Whalen</i>	327
19 The Work Practice Center of Excellence <i>Luke Plurkowski, Margaret H. Szymanski, Patricia Wall, and Johannes A. Koomen</i>	336
20 Transferring Ethnographic Competence: Personal Reflections on the Past and Future of Work Practice Analysis <i>Brigitte Jordan</i>	344
<i>References</i>	359
<i>Index</i>	373