

THE WALKTHROUGH METHOD

- IS USED TO ANALYZE THE SOCIO-CULTURAL ENVIRONMENT OF EXPECTED USE OF AN APP
- IS GROUNDED IN THE PRINCIPLES OF ANT (USER INTERFACES & FUNCTIONS ARE NON HUMAN ACTORS)
- CONSISTS OF DIFFERENT ANALYSIS :
 - VISION → the purpose, target user base, scenario of use
→ what is the user supposed to do?
 - OPERATING MODEL → business strategy and resource sources
→ political and economic interests
 - GOVERNANCE → how the app manages and regulates users to sustain its model and fulfil its vision
→ Terms of Service; encouraging people to behave in a certain ideal way

TECHNICAL WALKTHROUGH

- Researchers engage with the app's interface in order to investigate :
 - UI ARRANGEMENT
relative size and placement of the ui elements
 - FUNCTIONS & FEATURES
groups of arrangements
 - TEXTIAL CONTENT & TONE
text embedded dropdown lists
 - SYMBOLIC REPRESENTATIONS
a semiotic approach