To understand why probes might be useful, we need to consider the reliability of data constraints on time and money and the need to collect data for non-work or non-office activities—for example, the use of mobile devices for social, leisure, or on-the-road usage. Reliability of data is a fundamental challenge for all designers. Every data collection technique risks unreliable data. For example, focus groups may drift so far from reality that the descriptions of actions bear little relation to actual behavior. In laboratory usability tests, the lack of real context may distort behavior. In contrast, Cultural probes (or design probes) is a technique used to inspire ideas in a design process. It serves as a means of gathering inspirational data about people's lives, values and thoughts. The probes are small packages that can include any sort of artifact (like a map, postcard, camera or diary) along with evocative tasks, which are given to participants to allow them to record specific events, feelings or interactions. The aim is to elicit inspirational responses from people, in order to understand