

Needfinding: Exercises

Human Computer Interaction

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Administrativa

- **Assignment 1** is out
 - Due: October 12 EoD
- Friday's lab (October 7) is for **preparing** the interviews
- **Tuesday October 11:** we will make the class available for your group work (i.e., no lecture)
 - You can use that time to work in the class, to finish the interview (somewhere else), to ask the teacher for some last-minute clarifications, ...
- My “student hours” (**Wed 10-11**) are an option for further discussion, on this and other topics: book through <https://calendar.app.google/H9b9vr7ynH9ageUWA>
 - No availability for October 12, however

Goal

- Reflect on good vs. bad interviews
- Plan the interview process in a sample domain

- **Interactive exercise** – please contribute, suggest and comment!

Can You Spot the Mistakes?



<https://www.youtube.com/watch?v=U4UKwdoKExc>

What Did Work Well?



<https://www.youtube.com/watch?v=eNMTJTnrTQQ>

A Sample Domain

- Theme: Transportation
- Specific domain:

A Sample Domain

- Theme: Transportation
- Specific domain: *Women who use public transit*

Target user(s)

- Commuters
 - Women
 - Different ages, professions, abilities, ...
 - People who live close or more distant from the workplace
- Bus drivers, ticket checkers

Planning an Interview

- To whom?
- **Direct 1:1 Interview** vs. Focus Group vs. Survey
- General Structure
- Questions
 - How many?
 - Which ones?
- Interacting
 - Follow-ups?
- Recording
 - Paper / Audio / Video / Pictures ?

Interview Structure

- Introduction: why are we here? time, about an investigation on..., not testing you, you are helping us, there are no wrong answers, how it works, ask for permission to share/elaborate responses + recordings
- Questions about the topic: some are the same for everyone, some depend on the user. Possible steps:
 - Background/Context
 - Going deep
 - Clarifications/successes and failures
 - Reflections
- Questions about the user: who often they use the public transit? ...
- Thank you, gift, contact information

Questions (a few examples)