Needfinding: Exercises

Human Computer Interaction

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Administrativia

- **Assignment 1** is out
  - Due: October 12 EoD

- Friday's lab (October 7) is for **preparing** the interviews

- **Tuesday October 11**: we wil 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=U4UKwd0KExc

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)

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:

- Thank you, gift, contact information

Questions (a few examples)