Needfinding: Exercise

Human Computer Interaction

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Administrativia

- **Assignment 1** is out
  - Due: October 24 EoD
  - It will last two labs: use those for getting as much as feedback as possible

- Wednesday's lab (October 11) is for **choosing** your specific domain and **preparing** a draft of the questions

Goal

- Reflect on good vs. bad interviews

- Plan the interview process in a sample domain
    - Start developing the questions

- 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: Student commuters using public transportation in a city

Target user(s)

- Immediate users: students who travel every day within the city, using public transportation, only university students, only if they do more than 2 stops, ...

- Domain experts: administrators of the public transportation service, city planner

- Lead users: «expert» student commuters

- Extreme users: bus driver

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:
  o Background/Context
  o Going deep
  o Clarifications/successes and failures
  o Reflections

- Questions about the user: how often they use <transportation mean>? …

- Thank you, (gift), contact information

Questions (a few examples)

- What do you use the public transportation for?

- What do you do during the travel?

- …