



2023



# Needfinding: Exercise

Human Computer Interaction

Luigi De Russis

Academic Year 2023/2024



Politecnico  
di Torino



# Administrativa

- **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=U4UKwdoKExc>

# What Did Work Well?



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

# A Sample Domain

- Theme: Transportation
- Specific domain:

# Target user(s)

- Immediate users:
- Domain experts:
- Lead users:
- Extreme users:

# 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: how often they use <transportation mean>? ...
- Thank you, (gift), contact information

# Questions (a few examples)