

Needfinding: Exercise

Human Computer Interaction

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Administrativa

- **Assignment 1** is out
 - Due: October 15 EoD
 - It will last two labs: use those for getting as much as feedback as possible

- Wednesday's lab (October 2) 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: car sharing for commuting

Target user(s)

- Immediate users: college students who share cars for commuting; low budget (they used the cheapest car sharing so far); no property car; car sharing at least once a week
- Domain experts: provider of the car sharing service
- Lead users: car driver in car sharing services
- 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)

- Why did you start using car sharing?
- On a scale... how was your last experience with car sharing?
 - Alternative: can you describe your last experience...?
- How often do you commute with car sharing?