

Needfinding: Exercise

Human Computer Interaction

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Administrativa

- **Assignment 1** is out
 - Due: October 14 EoD
 - It will last two labs: use those for discussing with the teacher of your slot and getting as much as feedback as possible
- Wednesday's lab (October 1) 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**—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: Night-shift workers using public transportation to go to work

Target user(s)

- Immediate users: night-shift workers who don't own a car, expertise (newly in the work), working in industry, ...
- Domain experts: GTT planners
- Lead/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 kind of users. 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)

- What do you do while travelling?
- In a scale from 1 (where 1 is...) to 5 (where 5 is...) how easy is to you to choose the mean of transportation
- Which are the three factors do you consider most important in choosing the line?
- ...