Brief for Lecture #2
Title: Gathering information and inspiration

Literature:

[Cooper]: Allan Cooper, About Face, 4th edition, 2014. Read: *Understanding the problem: Design Research,* pages 31 – 59 (Ca. 2.5 hours of reading).
[Schneider]: Ben Schneiderman, 2009. *Designing the user interface*, p. 122 – 129. (Ca. 1 hour of reading).

Further reading:
[Kellingley] Nick Kellingley: How to Conduct User Interviews, 2016: https://www.interaction-design.org/literature/article/how-to-conduct-user-interviews?ep=cv

Purpose of the day:
To learn how to determine the context of your design i.e. the design situation and how to gain an understanding of this situation. We will look at user research and how it is used to inform design choices.

To gain knowledge of qualitative methods and learn how to apply them. You will also be introduced to relevant theories on user research from the field of anthropology.

To practice analysing a design situation and artefact, and choosing what methods are needed to ensure progress in the design process.

Control questions – (before coming to class, be able to answer the following):

- Question for the Alan Coopers text:
    - What is the difference between quantative and qualitative data in design research?
    - What is a persona hypothesis?
    - What six steps are included in a Goal Directed Design **research** Proces?

- Question for Ben Schneidermans text:
    - What is *ethnographic observation* and why is it valuable to interface designers?
    - Why is it important to learn the technical language of the users?
    - How are *scenarios* related to *user participation* and *ethnographic observation*?

Wrap up – (Will be updated after class with corrections or added points):