User Research Data Collection Feedback

Worksheet link

The upcoming milestone 1 will be graded on the following criteria. Below is the teaching team's feedback based on the same criteria.

- THE DATA COLLECTED CAN BE TRUSTED

  - **The interpretation** of the interview data is objective and rigorous

    N/A

  - **No biasing/anchoring questions:** Can the participants' answers be trusted?
    N/A

- GAINED RICH AND DETAILED USER UNDERSTANDING
  - **Interview data collected:** Can you imagine this participant's everyday life just by reading the transcript?
    N/A

  - **Interview data collected - rich context:** Can you imagine the physical, social, and/or environmental contexts in which the participants need to travel/cook/meal prep/etc. Surfaced?
    N/A

  - **Study design choices inductive of such data:**
    - **Your high-level user research planning looks good. Your proposal of contextual inquiry fits your topic particularly well. Still, I wish I could see some of your fleshed-out interview questions and their organization at this stage.**
    - **Consider using the retrospective interview to cover the participants' experience with cooking not covered by the process itself (e.g. shopping for ingredients, motivation, etc).**

- GAINED IN-DEPTH USER UNDERSTANDING

  - **Interview data collected** needs to reflect people's internal motives and mental models that drive their behavior (rather than only capturing the obvious, or taking people's self-reported motives at face value.) Can you imagine what this participant's monthly bill looks like?
    N/A

  - **Interview data collected** needs to reveal something unique about this particular participant. If the finding applies to everyone, the finding is not meaningful.
    N/A

  - Do the findings include unique information about people's needs and desires that other less-skillful designers may not have been able to uncover?
    N/A

- ○ **Study design choices inductive of such data:**
  - ■ **Thoughtful selection of participants. Sound rationale on how you reached the conclusion, too.**

- OTHER ISSUES:

  None. Well done.