Final Project: Interviewing Step

(Material adapted from the d.school)

To make empathizing as useful as possible, **try not to go into the interview/observation process** with any preconceived ideas of what you want to make.

To interview/observe people, **think of a place, area of interest, or person you want to design for and get out there**! To interview someone on site, mention that you’re working on a school project, and ask them if they’d be willing to talk for a couple minutes.

For example, if you’re interested in helping the elderly, ask a nursing home if you can visit it. For the first ten minutes, observe people, and then ask 2-3 people if you can talk to them for ten minutes. You should go into the process without preconceived notions of what you want to build, and would instead let the conversations define the problem you’re going to tackle.

Direct Interviews/Observation:

* Visit a site, plan to interview someone there in advance
* Visit a site, interview random passersby
* Direct service (volunteer-work)
* Speak directly with acquaintances: find out what matters to them, and why

We urge you to explore, stretch your comfort zone, and, with friends, it can be a fun glimpse you wouldn’t have gotten otherwise. If you are unable to directly engage with the community, we offer online alternatives (though highly suggest effective need-finding as being one of the most important parts of the project).

Online alternatives:

* Research organizations **thoroughly**
* Explore people’s stories
* Observe Facebook groups, community pages, forums, other social media
* Interactions with photographs, news articles, resources, YouTube videos

**Your assignment:**

Total time: <1 hour (Complete by define workshop lesson date)

* **Make observations:** Before interviewing, make a mental map of the people in whatever setting you’re observing. For about 10 minutes, write about your observations about specific people and the ways in which they engage with the place around them.
* **Interview:** Follow the interview process for at least 1 individual (ideally 3 for more options) to give you more choices about what kinds of projects you might be able to build. Each interview is recommended to be around ~10 minutes or more.
* **Analyze your findings:** Take about 10 minutes to analyze your observations and interviews, tying together concepts to make inferences about your person and some of their motivations, problems, and emotions.

Observation (make sketches, write notes, whatever!)

Note: Based on the circumstances of your interview, you may or may not be able to do this. Still, keep a look out and stay observant!

What? What is the person doing (what are the concrete, observable facts)?

How? How are they doing that? (what emotions and techniques are present?)

Why? Why are the people doing that? In what way? (what inferences can we draw?)

Interview 1:

Analysis (Person #1):

Observable needs: What are some problems your user is facing?

Latent needs: What do your observations say about this person outside of this context? How do they feel? What motivates them?

Notable observations/key points:

Interview 2 (if possible):

Analysis (Person #2):

Observable needs: What are some problems your user is facing?

Latent needs: What do your observations say about this person outside of this context? How do they feel? What motivates them?

Notable observations/key points: