

Interviews

REQUIREMENT ENGINEERING | Engenharia de Requisitos

2023/24

User Research Interviews

User Research interviews

User interviews

- tell you how consumers perceive your product or service
- are a method that brands use to understand how consumers interact with their products and services
- Unlike focus groups, user interviews rely on the responses of one person at a time
- Used to validate concepts

They help us learn:

- Habits and interactions of users with the product:
 - help in the creation of important design tools such as user personas and journey maps
- Likes and dislikes of a product or service:
 - what's working and meeting expectations, and what needs a slight improvement or complete revamp
- Beliefs influencing how and why people use a product or service:
 - help making business decisions to align the company's decisions with user needs and expectations
- useful insights into how a user will react to a new product or feature

User Research interviews

How to conduct User interviews

- Set a goal
 - what are you trying to achieve with the interview?
 - Why 15% of people still use the stairs?
 - What the user would like to happen?
- Find and recruit participants
 - This step is easy if you already defined the audience, if not a few representatives for each group should be selected (*personas*)
 - *Let's pick an e elevator example, people with difficulties moving, people that live in the last or first floors, etc.*
- Write user interview questions and they should be:
 - Dialogue-provoking
 - Neutral
 - Not leaning toward suiting the researcher's narrative
 - Don't ask "Why do you like to use the elevator?", ask "Why do you use the elevator?"

User Research interviews

User interviews best practices

- Make the user feel comfortable
- Leave room for the interviewee to lead
- Prepare questions before the interview
- Anticipate different responses, and construct follow-up questions based on your research goals
- Write dialogue-provoking interview questions
 - Most data from user interviews should be qualitative, which is only achievable through dialogue-provoking questions. They allow clarification and exploration.
 - Don't ask users directly what they want.
- Avoid leading, closed, or vague questions
- Prepare more questions than you think you'll have time to ask
- Make notes about how the user responds as well as what they say
- Debrief the interviewee

User Research interviews

Analyzing user interview results

- Collect all (evaluative, inferential, and descriptive) data in a central location
- Fill the gaps in your data by grouping the data by themes or questions
- Pick up the common themes from the results and try to understand how these themes relate to your target audience and product
- Have a few quotes that concisely describe the current user experience
- Use keywords to outline key themes that crop up after user interviews
- Analyze how your findings relate to your current products or services and note areas needing improvement

On an elevator some potential result could be that the people who use the first floor without no mobility difficulty (age, handicap) use the stairs to do some exercise. Could be an exception if they are carrying goods.

User Research interviews

Pros of user interviews

- give you a good glimpse into your target audience's perception of your products and services
- highly customizable and can help you access specific insights into a particular business aspect
- give researchers immediate or real-time insights

Limitations of user interviews

- Because user interviews rely on self-reported data, participants may not recall events fully or accurately
- Participants may not know what is relevant or important to a researcher and can leave out pertinent details
- User interviews may involve a smaller sample group than other methods, as they are time intensive

User Research Interviews

Exercise

Disclaimer: User interviews are not stakeholder interviews

User Research interviews - Exercise

Introduction

- Hi, I'm a REQENG teacher at ISEP.
- Thank you for taking the time to participate to this interview
- We are conducting this interview to gather feedback and improve the learning experience in this course.
- Can I ask your permission to record this session, so that can be used for the class improvement on the future?

Participant Information

- Demographic data: age, gender, name (optional), etc.
- Occupational data: MsC student of Information System, other occupational fields (developer, qa engineer, none, etc.), year of study, how many other classes attendance, etc.
- How often you attend classes?

User Research interviews - Exercise

Course Introduction

- Can you please share your thoughts on how this course was introduced and what were your initial expectations?
- Did you have a clear understanding of the course objectives and how it was structured?

Course Content

What do you think about the content covered in the course?

Do you find the topics engaging and relevant to your studies?

User Research interviews - Exercise

Teaching Methods

- What do you think about the lectures?
- Do you found the discussions important?
- What do you think about the group projects?

*Internal note (not for the interviewed student): try to research both pros and cons and drive the conversation with the student to achieve that data**

Assessment and Grading

Do you think that the assessment methods and grading criteria are appropriate?

Does the assessment accurately reflect your understanding of the material?

User Research interviews - Exercise

Resources and materials

- Provided resources are adequate to REQENG class?
- Do you think that additional resources should be provided?

Classroom Environment

- What about your collaboration and participation on the classroom?
- How about the interactions with the professor?
 - Do you think they are enough?
 - Do you feel supported?
 - If you have to change, what would you change?

User Research interviews - Exercise

Challenges

- What are the biggest challenges you faced during this class?
- Did you have enough support and help when needed?

Suggestions for Improvement

- How do you think we could improve this class?
- Is there anything specific you would like to change?

User Research interviews - Exercise

Closing

- Thank you for your valuable feedback
- Your inputs will be considered for improving the class
- You can contact me at @isep.ipp.pt if you have further feedback or questions
- Based on previous feedback we are planning to improve ...

Workshops / Focus Groups

User Research Workshops/Focus groups

Workshop

- Its objective is to reach conclusions.
- The participation of the users or the client is totally active.

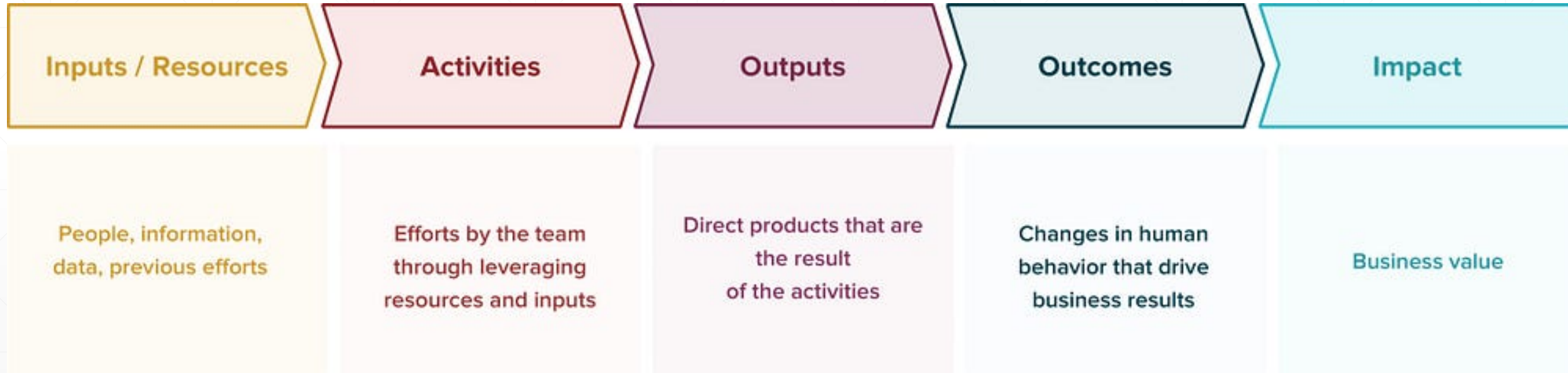
Discussion Groups

- Its objective is to generate debate among a small number of participants with similar characteristics on a topic
- They seek to solve a problem, make a homogeneous decision or acquire reciprocal information.

Focus Groups

- Used to collect information and feedback reception by generating a discussion around a product, service, idea, etc.
- It is always done with real users and its main objective is not obtaining a consensual conclusion, but rather ideas to work on.

User Research Workshops/Focus groups



User Research Workshops/Focus groups

1. Define business impact
2. Choose the exercises according to the goal and question to answer:

Question	Objective	Example Exercises	Elevator example
Discovery: <i>What are the challenges we're facing?</i>	explore the problem space and current state of the experience	Light decision jam	What could be reason why people think the elevator is slow?
Alignment: <i>How can we agree on a direction?</i>	Making decisions around areas of focus and priorities is the name of this game	Experience canvas How Might We's Buy a feature Product Tree Story Mapping	What prevents using the elevator? What are the most consensual need? Agreement on solution trade-offs.
Ideation: <i>How might we solve our challenges?</i>	Divergent by definition, ideation exercises prioritize quantity over quality	Crazy 8's Storyboarding Brainwriting	How can we minimize the percieved time that people spent inside the elevator?

User Research Workshops/Focus groups

3. Define the attendees

- There is no specific rule but normally someone that represents:
- The voice of the users (designers, customer success managers, sales, etc.)
- Business experts (top executives, product managers, product specialists)
- Technology (engineers, data scientists, etc.)
- Subject-matter experts (SEO Expert, data analyst, etc.)
- Operations (delivery, support, etc.)
 - In the elevator exemple
 - Cleaning persons, maintenance teams, user groups (personas), sales, manufacturing teams, product managers

4. Secure logistics

- Confirm people participation and all needed resources

Discover – User Research Workshops/Focus groups

5. Run the workshop

- Start with what you want to achieve (By the end of the session we will...)
- Use ice-breaker exercises
- Set ground rules
- Mediate the workshop and ensure one conversation at a time

6. Summarize and wrap-up

- Be thankful
- Close the workshop and summarize the outcomes
- Define and share next steps if needed
- Ask them to rate the workshop experience

User Research Interviews

Exercise

User Research Workshops exercise

- **Icebreaker** - put people comfortable to participate
- **Inputs** – We put online a website to sell houses, however analyzing the data on google analytics is not getting any traffic. **What should we do?**
- **Activities**
 - Ideas
 - Discussion
 - Selection

User Research Workshops exercise

- **Outputs** – Actions and agreement on most promising ideas to fix the problem
- **Outcomes** – Business results according to each topic
- **Impact** – Increase number of leads to sell houses