



IDX

Interaction Design
Beyond human-computer interaction

Data gathering

Agenda

- Platforms
- Five key issues
- Data recording
- techniques
 - Interview
 - Focus group
 - Questionnaire
 - Observation

Five key issues

- 1) Setting goals
- 2) Identifying Participants
- 3) Relationship with Participants
- 4) Triangulation
- 5) Pilot Studies

Data Recording

- Notes and pictures
- Sound
- Video

Interview

- Structured
- Semi-structured
- Un-structured

- Focus group

Questionnaire (Survey)

- Inspiration:
 - <https://blog.hubspot.com/service/questionnaire>

Exercise overview

Prepare

Perform

Evaluate results

Present result

Exercise I

- We consider to implement an electronic voting system
- In groups, prepare (Both)
 - Interview (structured or semi-structured)
 - Survey (Questionnaire)
- Timeframe: See Zoom chat



Observation - Think Aloud

- Decide a system to observe
- Choose tasks to observe
- Find someone to observe

- Brief
- Observe
- Debrief

Exercise II

- Goal: To put a ferry ticket in the basket
- We want to be in Rønne tomorrow at 10AM
- We bring a dog
- Choose one group member to be observed.
- Observe this person and reflect on observation.
- Timeframe: See Zoom chat