

CS 67/267: Team Project Milestones

P2 – User Research (10%)

You now have a problem space to explore for your team project. In this assignment, you will plan, develop, and execute needfinding through user research. You will present your **interview plan**, **data gathered** from your interviews, and **key insights and inferences** learned.

Requirements:

1. Create an **interview plan** that includes details on:
 - Who you will be interviewing? Why you chose them? Where and when the interview will take place?
 - What questions you will ask? What you hope to learn? Note that the interview questions should focus on “feelings”, “experiences”, “opinions” and the “why”.
2. Interview **at least 6 people (users)** in your defined problem space. The interviews should be about 20 minutes in duration.
3. Unpack the needfinding data by using the “empathy map” method and **identify surprises, contradictions, and tensions**. Fill out the empathy map with points in the categories of:
 - Say: What are some quotes and defining words your user said?
 - Do: What actions and behaviors did you notice?
 - Think: What might your user be thinking? What does this tell you about his or her beliefs?
 - Feel: What emotions might your user be feeling?
4. **Summarize inferences**, conclusions, or questions you might have about your results. What are things that intrigued your team?

Considerations:

- Make an extra effort to observe people in their own environment and in action
- Strive for diversity in your user groups/interviewees (e.g., do not strictly focus on Dartmouth students or family/friends)
- At least two people from each team should present at each interview. One person can lead the interview while the other person can take notes.
- Focus on evoking stories and emotions during the interview
- Capture images as necessary to document your process (this would be helpful for your website portfolio but please do NOT include the faces of interviewees on your website)
- Please do NOT include last names of the interviewees to preserve their privacy. Use first name and last name initial only (e.g., Tony R.)

Deliverable:

An 8 to 10-page written report (single spaced and 12-pt font).

The report should have **two main sections**:

- Section 1
 - o including subsections for each of the requirements listed above, e.g., the interview plan (#1), description of the interviewees (#2), data from the needfinding interviews (#3), inferences (#4)
- Section 2:
 - o including clearly outlined: user “point of views” statements (at least 5), “How might we” statements (at least 10), needs (not solutions) learned through the interviews

Approach the report by telling a **story** rather than showing everything you worked on!

Need Some Inspiration?

- See the [resources](#) page on the course website for tips on user research and empathy mapping.
- Check out some examples of the User Research report from a prior course offering:
 - o Sample 1:
https://drive.google.com/file/d/19YQBvA9sW3yP2lpcqCD_LrsQe0tFKHUg/view
 - o Sample 2:
https://drive.google.com/file/d/19_gtOajFLyfwuGUl4u8spXgNnSBmx8DV/view
- Also, check out some examples from prior terms of the Intro to HCI class at Stanford below. *Note that the below examples show results in a presentation format, however, the deliverable in our own class is a written report.*
 - o Adventurous Living:
<https://drive.google.com/file/d/19cxCJyPVnpd2V8LseAjSVo1foWEn51Bu/view>
 - o Increasing Intentionality:
<https://drive.google.com/file/d/19cg2Otl-o8njtzN19WuYOdAU6dQepyot/view>

Grading Breakdown (out of 100):

- Interview plan & execution (15 points)
 - o This should address user group reach (i.e., diversity of interviewees)
- Number of interviews and depth (20 points)
- Approach for unpacking and presenting the needfinding data (20 points)
- Outline tensions, contradictions, surprises, and inferences from the interviews (20 points)
- Formulated points of views (POVs) for potential users (20 points)
- Generated “How might we” statements (~10) for POVs identified (5 points)
 - o These statements should frame the problem area and intended design goal.