

# Interviewing People to find Latent Needs

Assignment Specification Sheet, Part of the Interaction Design Specialization  
Certificate Program. Course: Human-Centered Design: an Introduction.

## **TOPIC**

Public transportation.

## **GOAL**

Determine what are the steps, artifacts,  
pain points and goals involved in public transportation.

## **EQUIPMENT**

- Field guide (this document)
- Recording device (iPhone)
- Pen + Notepad

# Interview Details

**Date:** July 13, 2015

**Author:** Michael Rurka

**Location:** Second Cup, 475 Yonge St., Toronto

**Participant Name:** Laura

## Introduction

- Explain what we are here for
- Set up recording
- Turn cell phone off
- Read the following:

*"Thank you for participating!"*

*I'm not evaluating you in any way, I'm only here to learn about your experiences with public transportation, what works and doesn't work for you. There are no right or wrong answers to any of the questions I'm asking in this study - I'm simply interested in understanding how you do things in your every day. And finally, we will conduct this study mostly as a discussion.*

*This interview will be recorded, audio only, and will be uploaded to Soundcloud primarily for the purpose of sharing it with other Interaction Design Specialization students, for discussion and peer-review.*

*How does all that sound to you? Do you have any questions at this point?"*

# Interview Questions

1. How many times did you use public transportation this week? Or this month, if that's more applicable.
2. What are your goals, typically, in taking public transportation?
3. Can you describe for me in detail, your last memorable experience with public transportation?
4. Were there any moments in that experience that were pleasant?
5. Were there any moments in that experience that were unpleasant?
6. Typically, do you use any tools that assist you in the overall experience of public transportation? For instance: A watch to check the time, Google Maps App, a paper schedule.
7. Are these tools limited in any way? Are there any challenges?
8. Overall, what is your general feeling towards public transportation? and why?
9. Now, imagine the future of public transportation. What do you see?
10. Awesome! Well, that's about it. Is there anything else you'd like to share? Or perhaps a question I should've asked?

## Wrap Up Interview

- Double check if all questions were asked
- Thank participant enthusiastically
- Turn off Recording, and check if recording is properly saved.