

Observe, Interview, and Empathize

10/8/2024

19/20 Points

Attempt 1



Review Feedback

10/8/2024

Attempt 1 Score:

19/20

View feedback

Anonymous grading: no

Unlimited Attempts Allowed

Details

1. Plan

a. (3 points) Interview and Observation Plan. Write a **paragraph** describing the plan you had for interviewing users and observing your users during the activity. This should answer who, where, when, and why. If direct observation is impossible, describe the alternative approaches you took (e.g., asked and did not get permission, searched online for YouTube videos, etc.).

- 4/3 points - Plan goes above and beyond to reach a diverse body of users or observe users in difficult circumstances. All details (who, where, when and why) are present.
- 3/3 points - Plan reaches a sufficient breadth and depth of users. All details are present.
- 2/3 points - Plan has sufficient breath or depth but has insufficient. Some details are missing.
- 1/3 points - cursory attempts were made at a plan, leading to insufficient breadth and depth. Most details are missing.
- 0/3 points - No plan.

b. (2 points) Write **10-15 questions** you've brainstormed to prepare to ask participants during the interviews. Be sure they follow the types of questions described in the slides: focus on stories, feelings, and depth.

- 3/2 points - Questions are exemplary and will be used as example questions for future classes.
- 2/2 points - Questions cover many facets of the interaction under study and allow the design team to check their assumptions through the elicitation of stories and discussion of feelings.
- 1/2 points - Questions may allow exploration of depth through storytelling and emotional language, but it is not prominently featured in the questions.
- 0/2 points - Questions are not present or do not permit the design team to draw out stories and feelings from the users.

2. Explore

Canvas Guides

0 points) Once you've observed for roughly 1 hour total and interviewed 3-5 people, synthesize all the notes you've been taking into *empathy maps*: a **2x2 grid** where observations and inferences about each person are collected into what they SAY, DO, THINK, and FEEL. Each **quadrant should have 10-15 points per interview**, e.g. there should be 10-15 points under THINK for the interview with Hanseul, 10-15 under SAY, 10-15 under DO, etc. People you only observe (rather than interview) will have fewer points; collect 30 in each quadrant across all observations.

Breadth:

- 6/5 - Interviewees cover an exceptionally broad range of users, or points are exceptionally detailed.
- 5/5 - All points present; interviewees vary enough in experience to merit generalization.
- 4/5 - Most points present, a few are repetitive within a quadrant. (Note that multiple people e.g. thinking the same thing is totally fine - that's true and good to know!)
- 3/5 - Some points are repetitive, or some empathy maps are inadequately detailed
- 2/5 - Fewer than 3 people interviewed, or significant similarities among the 3-4 interviewed. Most points are present per person.
- 1/5 - Inadequate interviewing. Many points are missing per person.
- 0/5 - No map or the maps submitted do not resemble empathy maps.

Depth:

- 6/5 - Points tell a compelling story about each user's needs and values.
- 5/5 - There are sufficient points to tell an adequate story about every interviewee's needs and values.
- 4/5 - There are sufficient points to tell an adequate story about most interviewee's needs and values.
- 3/5 - There are sufficient points to tell an adequate story about one interviewee's needs and values, or there are points approaching a story for multiple interviewees.
- 2/5 - Points are largely surface-level.
- 1/5 - Points are almost entirely surface-level.
- 0/5 - The team is missing all maps, or points do not provide any insight into the person's words, actions, feelings, or thoughts.

3. Synthesize

a. (0 points - just helpful for 3b) Review the empathy maps for surprises, tensions, and contradictions. I am not looking for a specific number here, but writing these out can help lead to more insights. Examples include:

- "We were surprised to see paperwork in the back seat of the truck."
- "We were surprised to learn that one of the conferences, the parent and teacher didn't talk about the student at all - they had a conversation like friends."
- "The student said they were eating healthy but chose buffalo wings and ranch at lunch."
(Contradiction - we don't usually think of buffalo wings as healthy, but maybe this is low-carb, or has a certain portion size, or has high vitamins that the student is focusing on.)

b. (5 points) From, make an initial pass at the *insights* you gathered by writing 10 statements that synthesize what you learned into something clear, novel, and generalizable. **Clear** means that the insight has specific boundaries, and is an opposite to a vague statement. "Truck owners on a job site are busy and rush around a lot" is vague and difficult to imagine. How busy? What kind of rushing? What are the effects of rushing? "Truck owners" **Novel** means that the insight tells you something new about the world that you didn't know before. "Truck owners use a truck to move their tools"

would not be novel (to me at least). "Truck owners spend thirty minutes a day checking they have all their tools before they leave" would be novel. **Generalizable** means that your finding can extend beyond the people you've studied. "Truck owners treat their truck like an office" is too general - the story was focused on truck owners *on a construction site*. "Two HVAC guys left their tools overnight to come back tomorrow" is too specific - why the HVAC guys?

- 5/5 - A few insights are clear, novel, *and* generalizable.
- 4/5 - Most insights reach two of three criteria, but not all three.
- 3/5 - Some insights reach two of three criteria, but not all three.
- 2/5 - Clarity, novelty, and generalizability are present in most insights, but never together.
- 1/5 - Clarity, novelty, and generalizability are present in just a handful of insights, but not together.
- 0/5 - No insights written.

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CS495 - Intro to Human-Computer Interaction**Observe, Interview, & Empathize****Team Tripod****1. Plan****Interview & Observation Plan**

Our chosen topic is grocery shopping, which is something we directly observe during shopping experiences. We decided to combine these experiences to contribute to our c observation of shoppers, helping us understand how the average grocery shopper beha a more detailed understanding, we planned to reach out to 3-5 people that we know an actively shopping for groceries and ask them if they would be willing to participate in for this design project. Since it may not always be safe or appropriate to stop shoppers their trips, we decided to interview only people we personally know, arranging a more time outside of the grocery store, either in person or via phone/video chat. We plan to interviewees by Friday, October 4th, and conduct the interviews over the weekend. At completing the interviews, we will form insights, create empathy maps, and finalize th stage of the project.

Interviewees

Interviewee 1:	Interviewee 2:	Interviewee 3:	Interviewee
Female, 20, Student: Inexperienced shopper Lives with flatmates: meals are sometimes	Male, 50, Employed: Organized & experienced shopper Living with entire	Male, 38, Employed: Relatively experienced shopper Was living alone as a	Male, 86 , Re dependent an experienced Lives alone i

You are unable to submit to this assignment as your enrolment in this course has been concluded.