



UNIVERSITY OF
MICHIGAN

User Needs Assessment: Mini-Project

Understanding User Needs

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Mini-Project

In this course, you will...

- Conduct interviews
- Conduct observations
- Perform data analysis

For that, you need to choose a single project that runs through the entire course.

Qualities of a Good Mini-Project

About an existing product or service...

- Used by at least a few people you know
- For which you suspect there may be some problems

You can enroll at least 2 interview participants who are users of the product

- And willing to be observed.

You are *not* an expert on the product/service.

Scope is just right:

- Not too large
- Not too small
- Something you could gain good insight about with just two hour-long interviews





**NOT VERY GOOD
AS MINI-PROJECTS!**

Scope Example I: Grocery Store Layout

Layout of whole store

Too big

Layout of fruit section

Just right!

Layout of strawberries

Too small

Scope Example 2: Amazon

Experience of entire website

Too big

Experience of check-out process

Just right!

Experience of 1-click check-out

Too small

End of Module I

Introduction to User Needs Assessment

Overview of Qualitative Research

User Needs Assessment Mini-Project