

User-Centered Research and Evaluation

Interview Form for Notetakers

Interviewer Name: NETTA CHIDPADE

Notetaker Name: Hailey Motooka

During the interview, use this space to take notes. Remember that your goal is to document both the content or substance of what the person being interviewed says and does (captured verbatim, without your interpretation), and on the interviewer's technique (reverse side of this form)

Observations before the intercept (if applicable)

- women in line @ coffee stop in museum
- leaving museum

Intercepting or meeting the participant:

Introduction

women seated in a row, was able to get their attention and sit down @ a table to talk ✓ 😊

Consent process

- Forgot to do @ first, asked later and received verbal consent

Contextual Inquiry probing (if applicable)

n/a

Semi-structured interview questions, follow-ups, and other observations

- Cartas & sell pizza & hot dogs @ low prices to get people to come back.
 - Public art needs something to get people to want to return
- Sitting down somewhere is not necessary for public art - see a play in city may pass public art.
- Toured bring in temporary art pieces then move them.

Concluding the interview: Asking open questions, thanking the participant "prits bijnh", food attracts

- Asking questions about public art and food. everybody.
- Thank the participants, grateful for taking the time when initially they seemed very rushed.

Feedback on Interview Technique

Remember that your feedback should be specific, constructive, prioritized, and objective

Did they follow the process steps?

Introduction, Consent Form, etc.

- In the beginning forgot the introduction and ask for consent
 - o remembered part way through and received verbal consent to record the interview.
- most likely due to interviewees in a rush, just trying to get from to participate in the first place.

What aspects of interview technique need improvement?

Were there any leading questions? Backchannelling? Missed opportunities for follow-up questions? Yes/No questions? Treated participants too much like a "subject" rather than a person?

- Some of the questions may have been leading, or trying to get them to think about a particular aspect about art and food
- The beginning started with a few Yes/No questions, which the interviewee pointed out.

What aspects of interview technique did the interviewer do particularly well?

Did the interviewer build rapport? Ask why? Seek clarification when necessary? Ask strong follow-up questions? Embraced OSMs? Effectively recovered from off-topic threads?

- Interviewer was able to interview 2 people! Both of ~~the~~ which were in a rush, but were willing to sit down to talk.
 - o good building of rapport.
- Asked strong follow-up questions to get interviewees to consider topics in new perspectives.
 - o asked questions that let interviewees compare ~~their~~ and reflect upon their own experiences.

User-Centered Research and Evaluation

Interview Form for Notetakers

Interviewer Name: HAILEY MOTOOKA

Notetaker Name: NEHA CHOPADE

During the interview, use this space to take notes. Remember that your goal is to document both the content or substance of what the person being interviewed says and does (captured verbatim, without your interpretation), and on the interviewer's technique (reverse side of this form)

Observations before the intercept (if applicable)

A guy sitting on a high chair working on his laptop, enjoying coffee, in a cafe inside the museum of art.

Intercepting or meeting the participant:

Introduction -

Ran through the ~~the~~ Introduction in the Interview Guide, slowly and systematically.

Consent process

Asked permission for audio recording and note-taking. Signature on consent form.

Contextual Inquiry probing (if applicable)

n/a

Semi-structured interview questions, follow-ups, and other observations

Works in downtown in a co-working space. Eats either at market square or at his desk. Has a few restaurant favourites → Blue-bird + middle east. Likes nice open areas - violas. Has visited magnolias + katz plaza. Loves (name?) magnolias, finds katz plaza creepy. Likes to eat in parks. Enjoys open green spaces - manicured parks (hygienic?).

Concluding the interview: Asking open questions, thanking the participant

Confluence of public art & food → Taj-mahal; enjoy height, scenery. Cafes noisy → difficult to take calls, easier to do that in open spaces. Public art could be anything. Artist, enjoy the process of producing art, same as the chef for food, irrespective on the money involved. Both are art.

Feedback on Interview Technique

Remember that your feedback should be specific, constructive, prioritized, and objective

Did they follow the process steps?

Introduction, Consent Form, etc.

Yes. Sign on consent form.
Permission to audio record.

What aspects of interview technique need improvement?

Were there any leading questions? Backchannelling? Missed opportunities for follow-up questions? Yes/No questions? Treated participants too much like a "subject" rather than a person?

The focus on food habits to start with was working great and led to the insight that the participant works downtown and grabs take-out food to eat at his work place or other open space. Following which the focus lingered on food for a very long time. Probably, intervening or leading the interview towards art, a little earlier would have led to more insights at the intersection of food & art.

What aspects of interview technique did the interviewer do particularly well?

Did the interviewer build rapport? Ask why? Seek clarification when necessary? Ask strong follow-up questions? Embraced OSMs? Effectively recovered from off-topic threads?

The interviewer was great at establishing rapport and making the participant comfortable to share about their routine food related activities. She was able to move the yes/no answers into more open-ended free flowing conversation with follow-up questions.

Reflection

What I found most interesting about the interviewing process is that, while I was taking notes for my partner, who conducted the first interview, I tended to recall more information about their interview compared to my own interview. I think this is because while I was conducting my own interview, I was so focused on coming up with non-leading and open-ended questions that it was difficult to simultaneously process what information from my interviewer was, or what could be, insightful. I feel as if this disconnect between listening and processing what my interviewee was saying comes along with the lack of experience of interviewing in general. In the future, I would like to be more cognizant of the actual content of the interviewee's responses, because this will most likely allow me to generate responding questions more organically.

Based on the feedback I received, I also spent a little too much time on one particular topic (food). While the interviewer's responses may have lead to a deeper dive and further exploration about food, in retrospect, I could have pivoted directions by changing the topic to art earlier in the interview. When I did change the topic to art towards the end of the interview, the interviewee seemed slightly confused before proceeding to answer the question. This confusion can be mediated in the future if I preface the interview with a more comprehensive overview of the project goals. However, this introduction should also be done in a way to avoid priming the interviewee's responses to align to our project goals.