INTRO TO USER RESEARCH: USER INTERVIEWS

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Task 2

Let's finish up your script and conduct a series of user interviews for your upcoming mobile flashcard app project. Be resourceful and draw on your own network to find 3–5 people you can interview about vocabulary learning. Keep your script simple and your interviews under 20 minutes. In some projects, it's entirely possible for interviews to take longer, but for this introductory project, you should focus instead on interviewing as many people as possible.

Directions

• Using the template, finish writing an Interview Script using the above guidelines. Aim for 5-7 questions. Keep your interviews short and to the point, 20 minutes maximum for each participant.

• Conduct 3 - 5 User Interviews & take notes on the worksheet provided. Write down direct quotes or what people are saying, thinking and feeling.

• Combine all the notes from your interviews and state the results from the user's point of view using Doing, Thinking, and Feeling.

Deliver

• Complete the assigned task and submit as a PDF.

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LESSON 2: INTERVIEWS

Introduction

Kickoff the conversation using this script as a guide.

Hi, Tim. My name is Sarath, and I'm going to be walking you through this session today. We're conducting interviews to better understand how people approach learning a new subject and vocabulary. The session should take 15 - 20 minutes.

The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let's get started. I'd like to ask you just a few quick questions for a project we're working on about education and learning new vocabulary.

Optional: Recording is not required - you can simply take notes. If you choose to record the session, let your interviewee know and have them sign a permission form: *Permission Form Template*

Bio

Timothy Lazar, 27, Male, Financial Analyst at Black Rock, a financial institution & living in Philadelphia, Pennsylvania.

LESSON 2: INTERVIEWS

Interview Questions
Write 5-7questions in the space below

1. What is your profession and daily routine?

2. How often do you find yourself learning/studying vocabulary?

3. What are the resources you use to learn/study vocabulary? Why?

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?

5. What are the strategies/methods you use to practice your vocabulary?

6. How is learning vocabulary helped you personally & professionally?

7. What are the must have features as a user you expect from a vocabulary app ?

Notes & Quotes
Take notes of what your interviewee says and does.

1. What is your profession and daily routine?
   "Ahh, I work as a financial analyst at Black Rock, a financial company. I go to office 8'o click in the morning and greet my colleagues. I work a lot on excel sheets to extract useful data patterns & report to my manager. I meet some of clients on site and report the meeting notes to my manager & regular meetings."

2. How often do you find yourself learning/studying vocabulary?
   I think every day, when I go through financial documents at work I find new financial terms and I would google it to find the definition and move on with the document. My mom is Hispanic, I learnt Spanish with my mom's help and when I come up with something new I would google it or use translator in google. I think daily I see myself learning new vocabulary, if that makes sense

3. What are the resources you use to learn/study vocabulary? Why?
   I recently completed my masters in finance. For my masters, I had to take GRE during the vocabulary part preparation I've used quite a few resources. Some of the resources I used GRE app, Rosetta, Dictionary.com app and google as well. These are the resources I frequently use. If I find a new vocabulary in Spanish I normally use google translate that helps a lot

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?
   I'm a visual person. Yes, it is quite frustrating when I don't understand the definition, during that situation I try to find the context of the word used and synonym of the word. I'll try in google then I'll click one of those links below and see some examples of the sentence. It will be easy if the word is explained with a context

5. What are the strategies/methods you use to practice your vocabulary?
   I use it in my daily conversations with my friends and I tell them I'm going to use so they don't feel bizarre. When I was in Masters' course I use the new vocabulary in my assignments to stand out. I didn't want to use simple terms you know what I mean. I try to use it there if it makes sense

6. How is learning vocabulary helped you personally & professionally?
   Professionally, when I talk to senior people at work, they speak good you know what I mean? Their vocabulary is different level and I feel that makes them look educated & I use new vocabulary in appropriate way when I talk to them. Personally, I feel smart when I use new vocabulary that others don't know

7. What are the must have features as a user you expect from a vocabulary app ?
   "Flash cards are good; I can just practice boom boom boom". Vocabulary with context and definition not just explanation. If it has some visuals that cool. I'm a visual person. I normally use trial version, and decide on buying one

LESSON 2: INTERVIEWS

Transcript Notes	Doing	Thinking	Feeling
"I think every day, when I go through financial documents at work I find new financial terms and I would google it to find the definition and move on with the document"	I think every day.		
." My mom is Hispanic, I learnt Spanish with my mom's help and when I come up with something new I would google it or use translator in google. I think daily I see myself learning new vocabulary, if that makes sense"	I learnt Spanish I would google it or use translator		
"I'm a visual person. Yes, it quite frustrating when I don't understand the definition, during that situation I try to find the context of the word used and synonym of the word. "	I'm a visual person		It is quite frustrating when I don't understand the definition
Professionally, when I talk to senior people at work, they speak good you know what I mean? Their vocabulary is totally different level and I feel that makes them look very educated and I use new vocabulary in appropriate way when I talk to them			I feel that makes them look very educated
Personally, I feel smart when I use new vocabulary that others don't know			I feel smart when I use new vocabulary
Flash cards are good; I can just practice boom boom boom. Vocabulary with context and definition not just explanation		I can just practice	
If it has some visuals that cool. I'm a visual person I normally use trial version, and decide on buying one		Decide on buying	

Introduction

Kickoff the conversation using this script as a guide.

Hi, Pranay. My name is Sarath, and I'm going to be walking you through this session today. We're conducting interviews to better understand how people approach learning a new subject and vocabulary. The session should take 15 - 20 minutes.

The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let's get started. I'd like to ask you just a few quick questions for a project we're working on about education and learning new vocabulary.

Optional: Recording is not required - you can simply take notes. If you choose to record the session, let your interviewee know and have them sign a permission form: *Permission Form Template*

Bio

Pranay Shah, 22, Male, Post-Graduate Student at North Eastern University, Energy systems specialization major & living in Boston,. Massachusetts

LESSON 2: INTERVIEWS

Interview Questions
Write 5-7questions in the space below

1. What is your profession and daily routine?

2. How often do you find yourself learning/studying vocabulary?

3. What are the resources you use to learn/study vocabulary? Why?

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?

5. What are the strategies/methods you use to practice your vocabulary?

6. How is learning vocabulary helped you personally & professionally?

7. What are the must have features as a user you expect from a vocabulary app ?

Notes & Quotes
Take notes of what your interviewee says and does.

1. What is your profession and daily routine?
    "I'm a student, ahh my daily routine consists of going to school sitting in a library to finish my assignments and then attend the classes and end of the day go to gym coming back home and prepare dinner that's about it". I'm pursing PG in energy systems at northeastern university

2. How often do you find yourself learning/studying vocabulary?
    "Pretty Often". Basically, I get to you know learn new words brush up skills, lecture, watching a movie & when I'm watching a TV series & I like to read books or may be talking to a stranger. I get to learn new words

3. What are the resources you use to learn/study vocabulary? Why?
    Most of the resource like books or movies. I use to improve my vocabulary but learning vocabulary is important to improve your language and command on the language and you speak. I usually refer to google and I've an app called ultra lingua. Basically, I found the interface of the app very simple and its offline that's the main point. I don't need my data on or wi-fi to be connected. When I can't google then the app is simple to use and gives suggestions when you type in the search. I used Kaplan, Manhattan, magoosh

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?
    "I try to you know read words, example, when the word subtle was new for me and I googled but I couldn't understand what it means. It took me 3 or 4 times to understand. How it is used." I didn't learn the meaning in one day. Like, I thought I let it go and when I come across again I'll look it up. I didn't get frustrated but I let it go for some time. Again I started reading explanations

5. What are the strategies/methods you use to practice your vocabulary?
    Basically, example for my GRE prep, I note the words and make flash cards & write the meaning behind. The moment I come across the word I look it up in dictionary. Not only daily conversations but in assignments I can easily form sentences. The thing I care about is how it is supposed to be applied in a sentence, what is its application, how many times I'm gonna use it & is it appropriate to use it? its pronunciation

6. How is learning vocabulary helped you personally & professionally?
    It's great, I mean my english speaking skills are great and basically makes me confident when I'm talking to somebody. As a student, when I talk to stranger/ professor I'm confident that I have the vocabulary then & there. Being a non-native english speaker it gives me confidence booster. I've such knowledge.

7. What are the must have features as a user you expect from a vocabulary app ?
    As I said, app I've been using has offline features it is simple not complicated features and it also gives me suggestions what I'm searching for that's very helpful. When it explains the meaning it also explains how to pronounce it that is also helpful

LESSON 2: INTERVIEWS

Transcript Notes	Doing	Thinking	Feeling
"Pretty Often". Basically, I get to you know learn new words brush up skills, lecture, watching a movie and when I'm watching a tv series and I like to read books or may be talking to a stranger."	Pretty often. Watching TV series, Reading books		
"I usually refer to google and I've an app called ultra lingua. Basically, I found the interface of the app very simple and its offline that's the main point"	Refer to google		I found the interface of the app very simple.
"I try to you know read words, example, when the word subtle was new for me and I googled but I couldn't understand what it means. It took me 3 or 4 times to understand. How it is used"	I try to read words and took me 3 or 4 times		
I didn't learn the meaning in one day. Like, I thought I let it go and when I come across again I'll look it up. I didn't get frustrated but I let it go for some time	I didn't learn in one day		Didn't get frustrated but I let it go
The thing I care about is how it is supposed to be applied in a sentence, what is its application, how many times I'm gonna use it and is it appropriate to use it?		How it is supposed to be used? Is it appropriate to use	
As a student, as I said, when I talk to stranger or professor I'm confident that I have the vocabulary then and there			I'm confident that I've the vocabulary
When it explains the meaning it also explains how to pronounce it that is also helpful			How to pronounce is also helpful

LESSON 2: INTERVIEWS

Introduction

Kickoff the conversation using this script as a guide.

Hi, Sussana. My name is Sarath, and I'm going to be walking you through this session today. We're conducting interviews to better understand how people approach learning a new subject and vocabulary. The session should take 15 - 20 minutes.

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OK, let's get started. I'd like to ask you just a few quick questions for a project we're working on about education and learning new vocabulary.

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Bio

Sussana Veronica, 39, Female, Freelance accountant and product inspector, living in Sicily, Italy

LESSON 2: INTERVIEWS

Interview Questions
Write 5-7questions in the space below

1. What is your profession and daily routine?

2. How often do you find yourself learning/studying vocabulary?

3. What are the resources you use to learn/study vocabulary? Why?

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?

5. What are the strategies/methods you use to practice your vocabulary?

6. How is learning vocabulary helped you personally & professionally?

7. What are the must have features as a user you expect from a vocabulary app ?

Notes & Quotes
Take notes of what your interviewee says and does.

1. What is your profession and daily routine?
   Usually now I'm working as a freelancer at an international company so sometimes I've to talk in English. I don't work with one client. Different type of work sometimes as accountant and sometimes as collector to test the products. I go to the store or shop online and send it to the laboratory

2. How often do you find yourself learning/studying vocabulary?
   Sincerely every day. Sometimes, I don't use every day english for example and Spanish another language I need to use. Sometimes I don't remember right terms I needed to learn new terms and new way to talk and to understand what the other person talk.

3. What are the resources you use to learn/study vocabulary? Why?
   Watch films, TV series. I think it's very important to use right terms and the language normal people use. I like to read books. It is very important or understand and the way the term used. No application. Vocabulary or sometimes. For example, if I'm online , simple google works like in Italian.

4. How do you feel when you don't find clear explanation for a vocabulary the you are trying to learn?
   I thinks it's terrible and they write meaning of the words and I need to talk to another person. It is stressful.

5. What are the strategies/methods you use to practice your vocabulary?
   For example, to talk with other person, professional speaking that language. I know some friends English mother tongue. For example, I say before watching a TV, movies, and reading a book. I try not all the days it is possible but when I 've the opportunities I try to do the best to repeat and remember and improve my language knowledge

6. How is learning vocabulary helped you personally & professionally?
   Ah okay sure. It is very important for me to understand. Example this call with you; I need to improve my knowledge. I would like to find something that help me to do better. Sometimes, it is possible that I need to improve my language to be better. Speaking every day with the mother tongue person, this type of practice is very important. Because, if I need to talk with you I need to practice with someone and I need someone to correct me give me the right terms. I could see a movie, read the book. What I say is wrong sometimes but I need someone to correct if not I cannot improve myself

7. What are the must have features as a user you expect from a vocabulary app ?
   Pronunciation, feature that helps to write and save the words. When I practice saying the word the app correct me if I'm wrong like yes or no

LESSON 2: INTERVIEWS

Transcript Notes	Doing	Thinking	Feeling
Sincerely every day. Sometimes, I don't use every day english for example and Spanish another language I need to use.	Sincerely every day.		
Sometimes I don't remember right terms I needed to learn new terms and new way to talk and to understand what the other person talk.			I don't remember the right terms
Watch films, TV series. I think it's very important to use right terms and the language normal people use. I like to read books. It is very important or understand and the way the term used.		I think it's very important to use right terms and the language normal people speak	
if I'm online , simple google works like in Italian.	Simple google works		
I thinks it's terrible and they write meaning of the words and I need to talk to another person. It is stressful.		Think it's terrible	It's stressful
when I 've the opportunities I try to do the best to repeat and remember and improve my language knowledge	I try to do best to repeat and remember		
Because, if I need to talk with you I need to practice with someone and I need someone to correct me give me the right terms		I need to practice with someone I need someone to correct me	

LESSON 2: INTERVIEWS

DOING

Major themes or learnings from the observations

- Users learn/study/use vocabulary almost every day at work, school, talking to strangers etc.
- Users use **Google search** to learn vocabulary and that seems to be the first option
- Users try to repeat and remember the vocabulary (**So, focus on providing practice strategies**)

THINKING

How do these insights apply to the designs?

- So, users need to practice the vocabulary and important to use right terms
- Users **care about the usage** of the vocabulary (**context**)
- Based on the trial version experience they decide to buy (**focus on visual aesthetics**)

FEELING

Were there any new topics or open questions to research further?

- Some users **feel frustrated** when they don't understand and **some don't**
- Users **feel smart, confident, educated** when they have huge vocabulary base
- Feel **interface should be simple, pronunciation** and usage should be clear so that is helpful