

Needfinding: Exercises

Human Computer Interaction

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Goal

- Reflect on good vs. bad interviews
- Plan the interview process in a sample domain
- **Interactive exercise** – please contribute, suggest and comment!

Can You Spot the Mistakes?



<https://www.youtube.com/watch?v=U4UKwdoKExc>

What Did Work Well?



<https://www.youtube.com/watch?v=eNMTJTnrTQQ>

A Sample Domain

- Theme: Transportation
- Specific domain:

A Sample Domain

- Theme: Transportation
- Specific domain: *Women who use public transit*

Target user(s)

Planning an Interview

- To whom?
- **Direct 1:1 Interview** vs. Focus Group vs. Survey
- General Structure
- Questions
 - How many?
 - Which ones?
- Interacting
 - Follow-ups?
- Recording
 - Paper / Audio / Video / Pictures ?

Interview Structure

- Introduction: why are we here? time, about an investigation on..., not testing you, you are helping us, there are no wrong answers, how it works, ask for permission to share/elaborate responses + recordings
- Questions about the topic: some are the same for everyone, some depend on the user. Possible steps:
 - Background/Context
 - Going deep
 - Clarifications/successes and failures
 - Reflections
- Questions about the user:
- Thank you, gift, contact information

Questions (a few examples)