

Assignment #2: Interview / Focus Group

Why do I do this?

This assignment is designed to give you an experience of conducting a qualitative study. This assignment especially aims to give you an opportunity to gain insights by meeting potential users of the system that you will build for the design project. You will gain experience of meeting and talking to your participants and drawing insights from your peers.

What do I do?

You will conduct a semi-structured interview or a semi-structured focus group. The goal of this interview should be related to your design project—e.g., finding out their needs, problems they have with current systems, etc.

You will design a set of questions for the interview. But as this is a semi-structured interview, you may not ask all questions you prepared, and you may ask other questions during the interview.

- **Participants:** at least 2 for interview, 4 for focus group.
You may recruit in the class if 1) that person is not part of your team and 2) is a potential user, but bonus points to the team who recruited interviewees outside class that align well with your target user group.
- **Interview Session:** Each session should be at least 30-min long but be careful to not exceed 1-hour as interviewees can become tired. If you're recording video or audio, you must let the interviewees know before starting the session.
- **Transcribe & Analyze:** After the interview, you will transcribe the discussion. You will discuss the results with your team members and draw insights that are related to your initial goal (needs, problems, etc.). You may use any analysis methods.
- **Write individual report:** Each team member should write an individual report.

Your report

Your report should include:

- **Experiment Design:** Explain the goal of the interview / focus group, how you recruited interviewees, how you designed questions, why you chose your interview setting (in-person interview, focus group, interview in interviewee's office, etc.)
- **Experiment Results:** Explain the results, including the observations and the comments of interviewees. Also explain what insights your team found.
- **Your Reflection:** Describe your reflection, e.g., what you've learned, challenges you faced, and/or what you liked or disliked.

Grading

- **Interview Design (35%):** Carefully design the interview and the write why you designed that way in your report.
- **Interview Analysis (35%):** Include how you analyzed the results.
- **Clarity (30%):** The writing should be clear to understand, and the visual materials in the report should effectively communicate the idea.

How do I submit?

Make a single PDF file of your report and submit to Google Classroom.

Academic Honesty

It is okay if the results are not significant or pretty. You may learn from the experience and maybe the two input devices were not that different. But do not ever attempt to modify or create the results, or copy someone else's report. Doing so will not only fail the course, but it will also be forwarded to the Honor Committee.

Late policy

Deadline is Oct 9 23:59pm. You may submit the report until three days after the deadline, with 10%, 20%, and 40% penalty.

Questions?

If you have any questions about the assignment, feel free to message Seongkook on Slack or send an email to seongkook@virginia.edu.