Questions?

• Homework #2
• Project #1
Today

• Storyboarding (review)
• Interviews
Storyboarding exercise

• What did the storyboarding process force you to do?
Conducting an interview

• Typical topics to explore
  – What is the problem at hand?
  – How is it addressed now?
  – What are the limitation of the current practice?
  – Who, when, where and why will they use the system?
  – What will they do with it?
  – Could you show me?

• Listen to users!
  – Do not comment on what is possible or not!
  – Do not force your views!
  – Users are always right!
  – Be sure to have clear communication channel!
Interview: What to ask and to whom?

• To the stakeholders
  – Constrains: cost, schedule, resources…?
  – Business objective?
  – Perception of their users?
  – How their vision differ?

• Subject matter expert
  – Develop an ongoing relationship with them

• To users and customers
  – Problem and frustration with the current state of affair
  – What, When, Where, Why and How do they reach their goals?
  – Could you show me
The importance of the context

- Conduct the interview in a normal work environment
- Encourage Story telling and “show and tell”
Interviews caveats

- Users might not know how to formulate their needs
  - Users are not designers
  - Users are not technology experts

- Designer might influence users
  - Pushing a cool idea
  - Pushing what you have been working on for the last month

- Do not forget the Perpetual Intermediates!

- Several Masters
  - Real users
  - Their representatives
  - The persons will buy the product
Designing the next eco-friendly car

• Prepare your interview
  – Identify stakeholders
  – Pick your population(s)
  – Decide how you will conduct the interview
    • Location, topics…

• Run the interview
  – In class demonstration