Questions?

• Project
• Homework
Recruiting

Data
Survey frame
Target population
General population

From “Observing the user experience”
Interviewing

• The general format of an interview
  – Introduction
  – Warm-up
  – General issues
  – Deep focus
  – Retrospective
  – Wrap-up

• Key aspects
  – Be neutral
  – Do not lead the interviewees
  – Listen

From “Observing the user experience”
Contextual Inquiry

• Establishing a fruitful relationship
  – Master/apprentice
  – Partnership

• Relationship to avoid
  – Interviewer/Interviewee
  – Expert/Novice
  – Being big brother
    • *Just take note do not judge, analyze*
    • *Avoid feasibility judgments*
  – Being a guest
    • *You need to blend in*

From “Observing the user experience”
Contextual Inquiry (II)

• During the interview collect information on
  – User environment
  – Tools and artifacts
  – Methods
  – Interactions with others

• After the interview carry a debriefing
  – Clarify points you are unsure about
  – Let the user comment about the shared experience

From “Observing the user experience”
Surveys