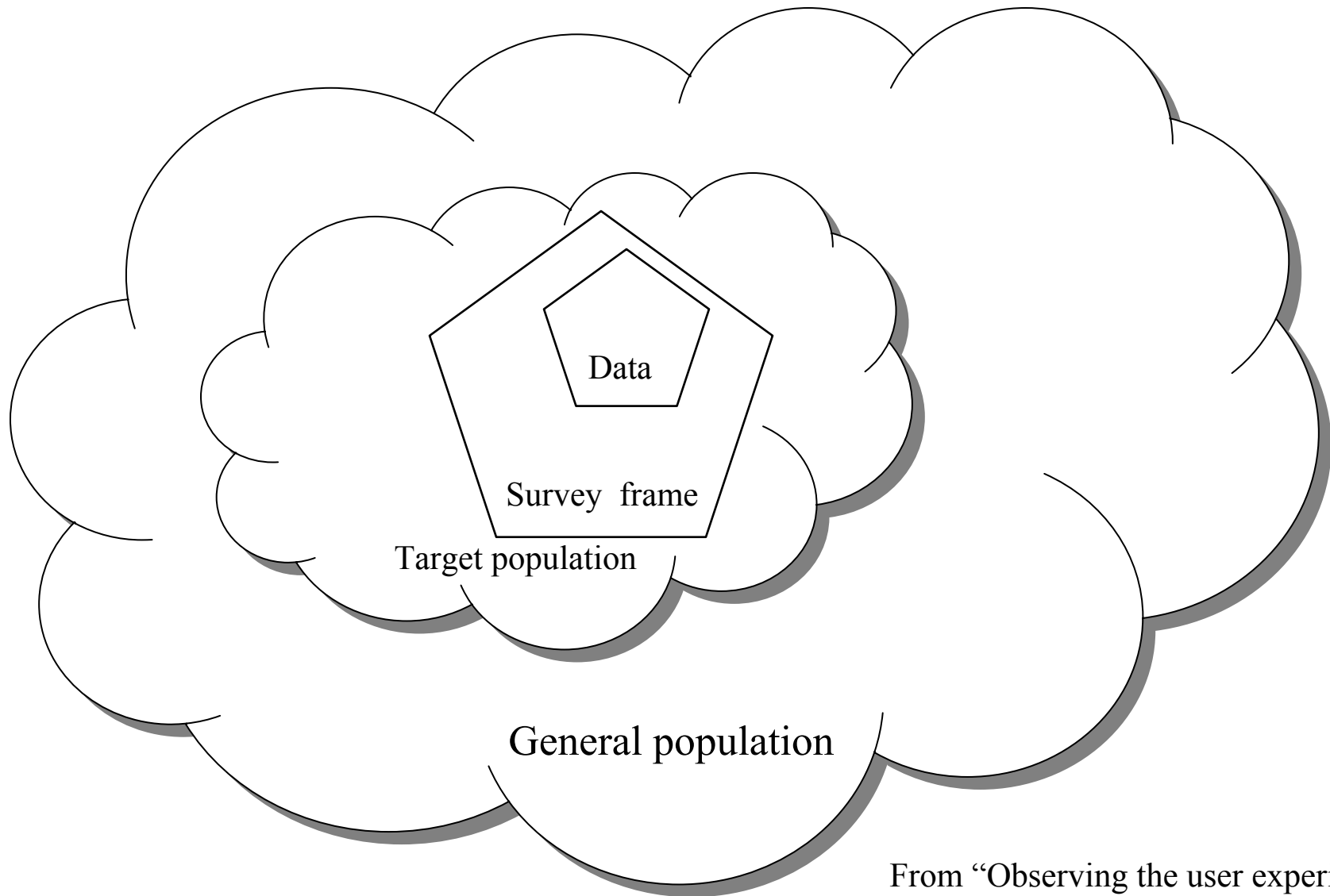


# Questions?

- Project
- Homework

# Recruiting



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