Übung zur Vorlesung

Mensch-Maschine-Interaktion 1
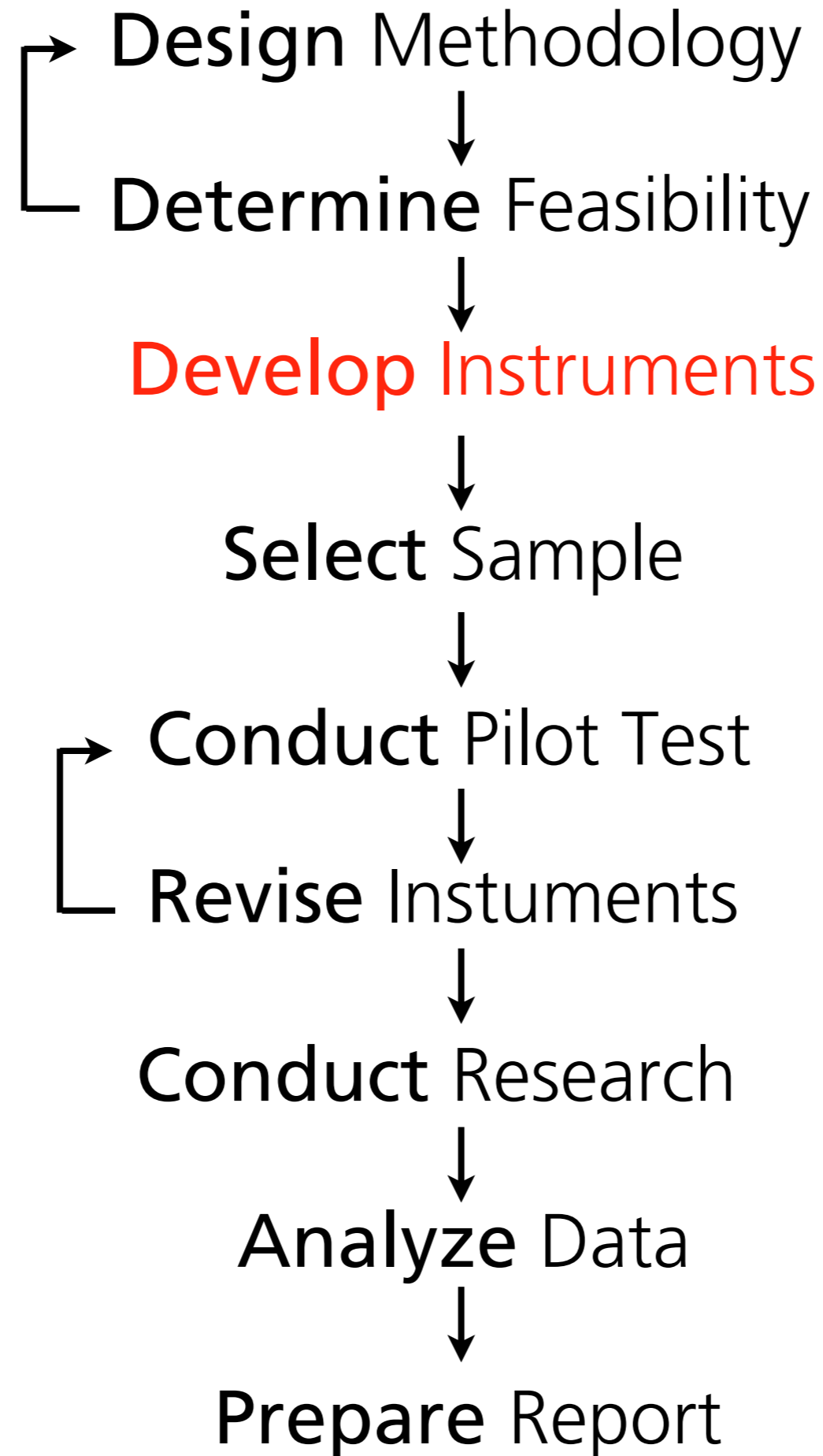
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User **R**esearch **P**rocess

Design Methodology

↓

Determine Feasibility

↓

Develop Instruments

↓

Select Sample

↓

Conduct Pilot Test

↓

Revise Instuments

↓

Conduct Research

↓

Analyze Data

↓

Prepare Report

Interview Introduction

-technique to collect information
-interactive, verbal, real time contact
-first step in collecting information for needs analysis
-research method for making personal contacts

Questionnaires are an essential element when conducting personal interviews

What is it we are trying to understand?
> set Goals!

(short abstract)
>helps to stay focused and ask precise questions directly addressed to the goals of the study

Web questionnaires
vs.
Interview questionnaires

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As a general rule, with only a few exceptions, long questionnaires get less response than short questionnaires. Keep your questionnaire short.
In fact, the shorter the better.

Use simple and direct language. The questions must be clearly understood by the respondent. The wording of a question should be simple and to the point. Do not use uncommon words or long sentences.

Begin with a few non-threatening and interesting items. If the first items are too threatening or "boring", there is little chance that the person will complete the questionnaire.

Place the most important items in the first half of the questionnaire > This way, also partly completed questionnaires will still contain important information.

Leave adequate space for respondents to make comments. One criticism of questionnaires is their inability to retain the "flavor" of a response.
Leaving white space also makes the questionnaire look easier and thereby increases response.

Perform iterative pre-tests and eliminate or replace questions that are hard to understand or lead to useless / unsatisfying results.

Advice on Questions to Ask:

Finding Cause(s): What is causing the problem?

Finding Solution(s): Ideas on how to solve a problem
   or initiate a business opportunity

Ask questions on only **one dimension**!
BAD: "Were you satisfied with the quality of our food and service?"

Questionnaire should accommodate all possible answers:

e.g., consider the question:

What brand of computer do you own ?

    a. IBM PC
    b. Apple

What´s the issue here ?

Possible solution:

What brand of computer do you own ?

..... Do not own a computer

..... IBM PC

..... Apple

..... Other

-keep it short
-simple and direct language
-non-threatening
-leave space
-important items in the first half
-do pre tests (iterative development)
-accommodate all answers (text, audio, video, photos!)

Web questionnaires
vs.
Interview questionnaires

Principles:

Involve stakeholders/users

Context

- Observe users pursuing real activities, in their everyday environment: work, home, sports...

- Be concrete

Partnership

- Establish a master-apprentice relationship

- Stakeholder shows how and talks about it

- Interviewer watches and asks questions

Interpretation and elicitation of needs

Inquire about specific behaviors, activities

Short, focused

From precise to general

Observations must be interpreted by observer and interviewee

Techniques:

Directed questions
- same questions, same format
- add questions as you go check back
with past interviewees

Specific questions
- critical incident technique
- ask about a specific striking fact that happened
recently go from this fact to the general

Open questions
- Allow people to add on top of what was asked

Critical Incident Technique:

Get specific examples of problems faced by stakeholders
- Interview in the work/home environment
- Ask to remember a specific problem
- Give a time limit - 1 week
- Ask to go through the incident in detail, even re-enact

Ask what is usual from what is exceptional

Video - if ok
Written notes
Pictures!

2 persons is better

.: 1 interviewer

.: 1 note taker

Functional fixedness

- People understand their world within a structure that imposes limitations.
- It's hard to see outside that structure.
- What they would do / like / want in hypothetical scenarios
- How much they like things on an absolute scale

So, you cannot simply ask people what features they would like in a tool.

What you can learn

- What stakeholders do now, how they do it
- What values do the stakeholders have
- How the stakeholders' activities are embedded in an overall "ecology"

Go from process to practice

After the interviews:

Keep photos and other concrete details around

Concrete people help tie all design to use, rather than debating things on an abstract plane

Alternative
Methods :

**Introspection
Probes
Lab study**

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Cultural Probe: **Final Package Materials**

Maps #1
To recognize dancer's life circle and future interests / goals

Post-its #2
To provide an convenient/alternative way of recording thoughts/ideas

Media Diary #3
To capture our participant's involvement with technology

Camera #4
To understand participant's daily surroundings and their personal interests/values

CD Discs #5
For our participants to input the songs they enjoy and as well input the videos of their performaces

Graffiti Posters #6
To further understand participant's identity and learning their writing styles

Postcards #7
To understand our users by asking designed questions

Instructions #8
A backup instructions for our participators as a reference for developing the probes

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