Course Schedule

Mon 11.9. Course practicalities. Human-Centred Design.
- Homework - Reading: Semi-structured interviews
- Homework - Exploring potential target user groups

Wed 13.9. User experience. User research planning, target user group decision. Interview guide.
- Homework: Conduct and analyse interviews

Mon 18.9. Interview analysis. Personas. Pragmatic needs, psychological needs.
- Homework: Personas and their needs
- Homework: Product design benchmarking

Wed 20.9. Concept development: Storyboard.
- Homework: Storyboard evaluation with target user group

Mon 25.9. User interface sketching. Prototyping interactive products (Figma). Mid-term feedback.
- Homework: User interface sketching with Figma
- Homework: Mid-term feedback.

Wed 27.9. Guidance for prototype evaluation (usability, UX)
- Reading: Usability testing (Riihiaho)
- Homework: Prototyping

National Holiday 29.9.- 6.10.

Mon 9.10. Guidance on final presentation & research paper
- Homework: Prototyping
- Homework: Pilot evaluation of prototype
- Homework: Prototype evaluation with target user group

Wed 11.10. Q&A, Team tutoring.
- Homework: Finalizing the prototype
- Homework: Final presentation

Wed 18.10. Final presentations. Reflection.

All lectures 13:30 – 17:05, breaks will be flexible

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Homework check

1. Defining the target user group
2. Reading: Principles of Contextual Inquiry

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Reflection on the reading material
Contextual Inquiry

1. The best advices you will adopt?
2. Advices that you cannot follow in this project?
3. Any questions?

Post to Slack #lecture-discussions

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Interview Guide

Learning objective:

After this session, you can conduct and analyse contextual interviews

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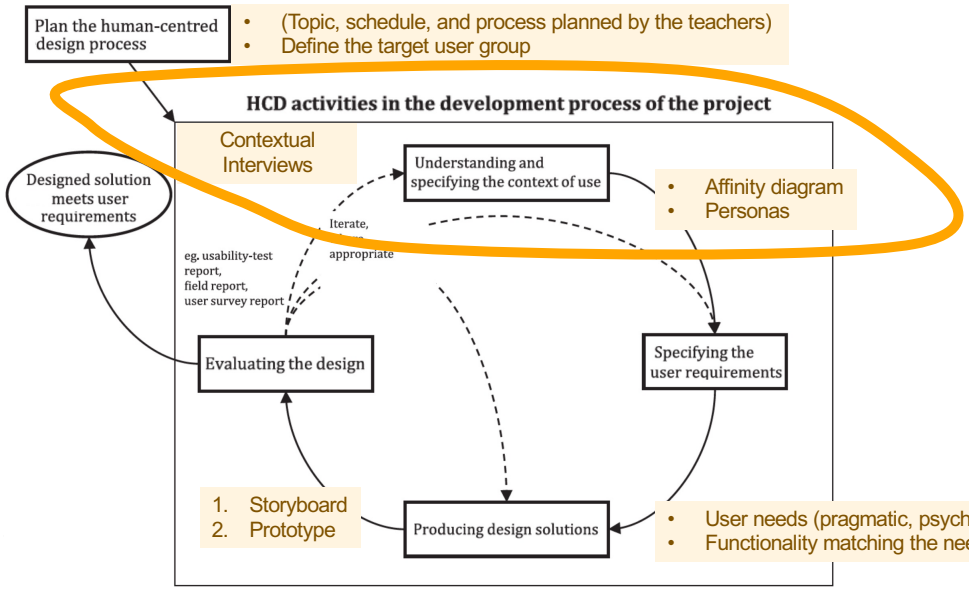
Scope of the homework in HCD



- (Topic, schedule, and process planned by the teachers)
- Define the target user group

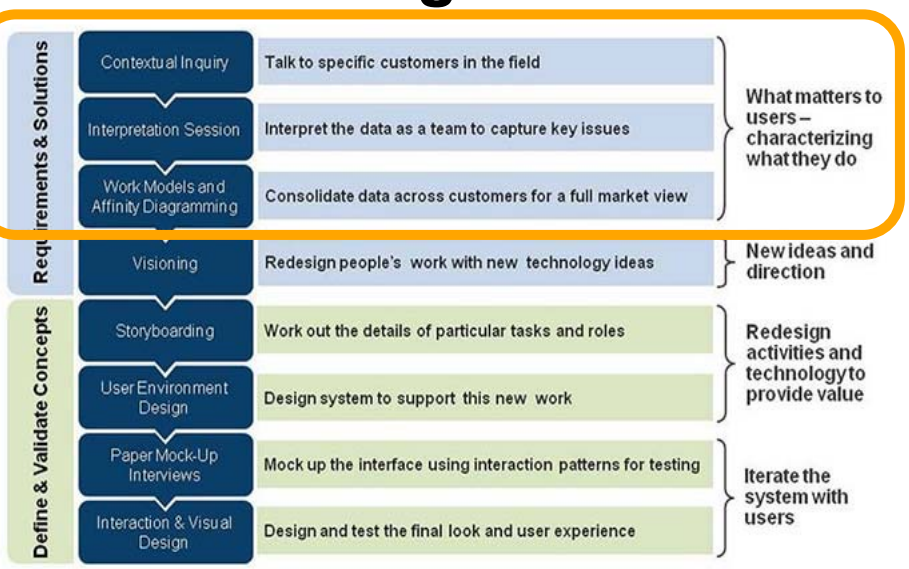
- Affinity diagram
- Personas

1. Storyboard
2. Prototype

- User needs (pragmatic, psychological)
- Functionality matching the needs

A?

Scope of the Homework in Contextual Design



A?

Interviews

- **1 interview per team member (5-6 interviews)**
  - Do not report more
- **30min - 1 hour per interview (+ observation)**
  - Try to book 1h
- **Schedule**
  - Interviews conducted by Monday lecture
  - Interviews analysed by Monday night

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Participant Recruitment

The one who interviews will contact the potential interviewee

- If the person declines, ask about other potential interviewees
- Be (overly) polite

Contact potential interviewees ASAP (= as soon as possible) after lecture

- Explain you are participating this course where you will design/prototype an online service for <your target user group>
- Agree a time for an interview (1 hour for interview + observation)
- Place: environment where they typically would use the service
- Ask them to prepare for showing their work (especially the parts your team plans to focus on)

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Materials to a real-life interview

Prepare to explain (again) on paper or verbally:

- Who you are, why you do this study, your team mate is taking notes
- Participation is voluntary, can discontinue at any point, no reward, names not revealed
- Explain why photos and recording (to introduce the consent form)

Consent form (available in Slack, #materials)

- A simple paper asking for permission for recording & photos
- Run the interview even without recording or photos

Recording device

- Audio recording with a mobile phone recommended
- Take photos as well (with a mobile phone)

Plan the interview structure

1. Warm-up discussion, e.g., thoughts about good online services
   Preferably, ask them to show, not only tell
2. Then discussion, rather than question and answer
   How they do <your idea of a service> now
   Preferably, ask them to show, not only tell
3. Nice way to finish the interview: “Make a wish for our design”
4. Ask if the interviewee would be available for giving feedback on your
   - Storyboard (September 21-24)
   - Prototype (October 12-15)

   If not, can they give pointers to someone else who could?

Preparation for interview notes

To make note taking efficient, prepare ~40 sticky notes ready to type

If more note-takers, 40 sticky notes for each (here, 2x40 notes in Miro)

Use different colors for different interviewees

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In the interview

Remember also the guidance in Contextual Inquiry reading material

- **One interviewer & audio recorder, one notetaker & photographer.**
  - Notes on sticky notes (digital recommended)
  - Will make analysis easy
- **Attitude: Interviewee is the master, you are the apprentice**
  - Master does not mean tech master, but master of one's own life
  - Show your interest in their way of using online services
- **Encourage them to share their feelings, neg & pos**

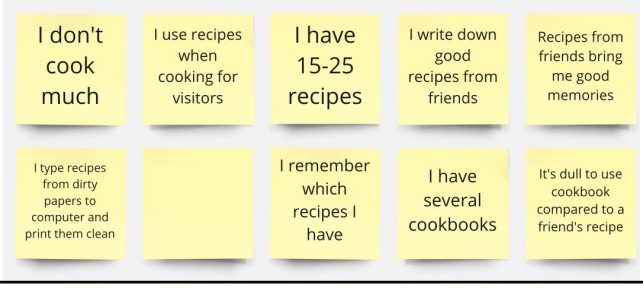
The first version of notes is often understandable for the note taker only, as there is no time to write much:

Right after the interview: Interpretation session

Asap after each interview:

- **Discuss the notes taken during the interview with your team**
- **Collect interesting comments/observations to elaborated notes**
- **Avoid ideation at this point, focus is on user needs & opinions**

Make each note stand alone and understandable. Use user's voice (first persona).



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Writing final notes

- 20-40 notes from each interview
- Optimal structure of the text: What, why
- Each note should communicate one insight
- Each note should be stand-alone
- Keep the information of the interviewee on the note (Different note color for each interviewee)

I use Listonic app for shopping list, because it's always with me, e.g., when near a shop

I use a shared shopping list, so that my wife can add items at home while I'm on the way to the shop

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Data analysis: Affinity Diagram

To do (ideally) after the last interview

Similar notes from the interpretation session put together

Derive insights from the groups, one insight label above one group

Also main labels for several groups

Tools:

- Miro.com
- Jamboard.google.com

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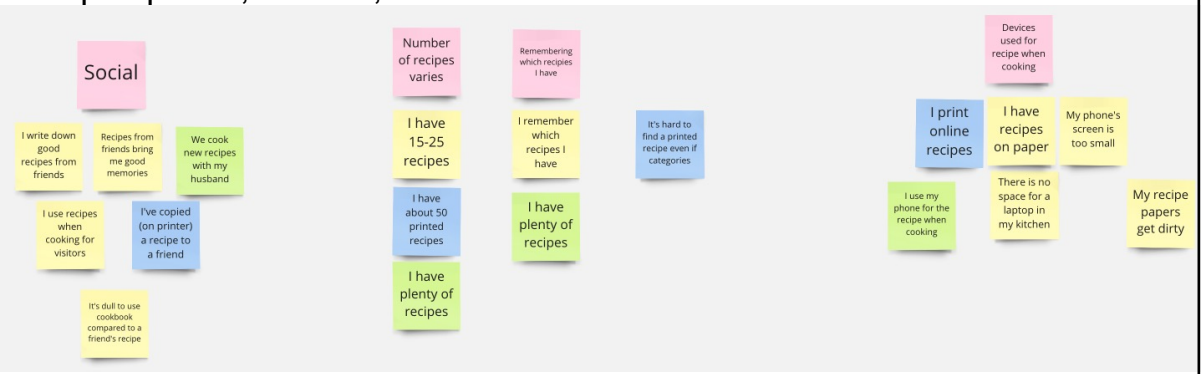
Harboe, G., & Huang, E. M. (2015, April). Real-world affinity diagramming practices: Bridging the paper-digital gap. In *Proc.CHI'15* (pp. 95-104).

Bottom-up grouping of notes

Start grouping similar insights together, across interviews

- Similarity can be around different aspects: needs, feelings, values, painpoints, context, …



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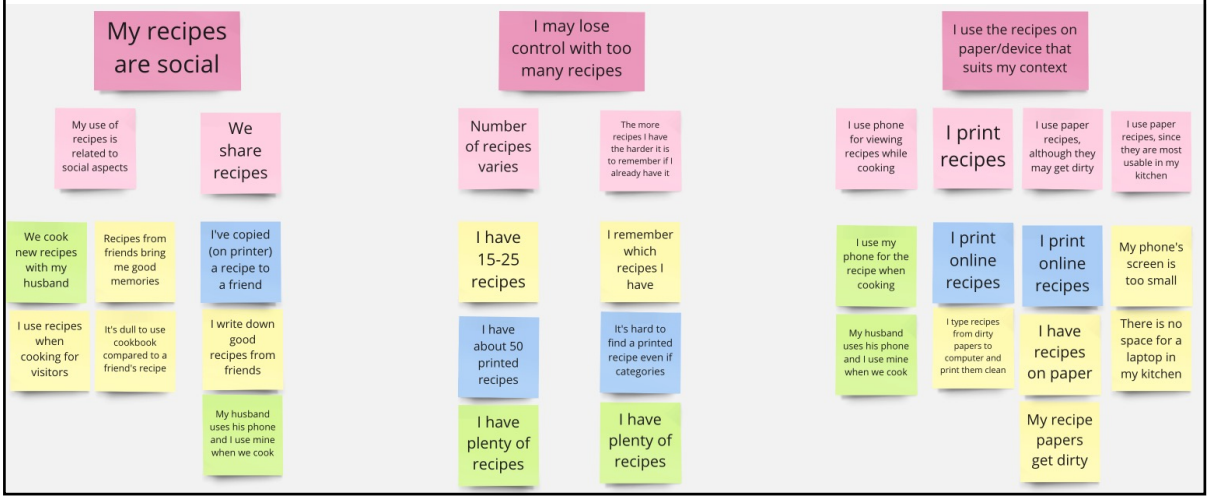
Finalizing Affinity Diagram

Once the affinity is complete, check that notes are at the correct/best place, and formulate the final titles as insights that help you to make design decisions.



Finalizing notes

Extract an *insight* common to all notes in group to a Theme note

- Summarize the finding
- "I" or "We" format
- 2-10 notes under each Team

I like the flexibility of a shared shopping list on a mobile: it's always available for the whole family

I use Listonic app for shopping list, because it's always with me, e.g., when near a shop

I use a shared shopping list, so that my wife can add items at home while I'm on the way to the shop

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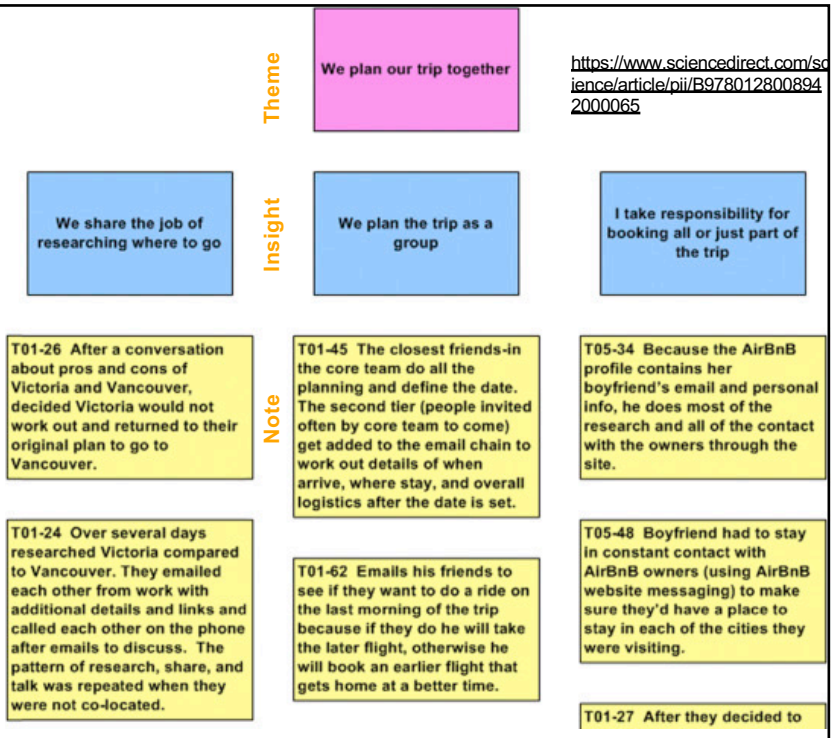
Affinity Diagram Hierarchy



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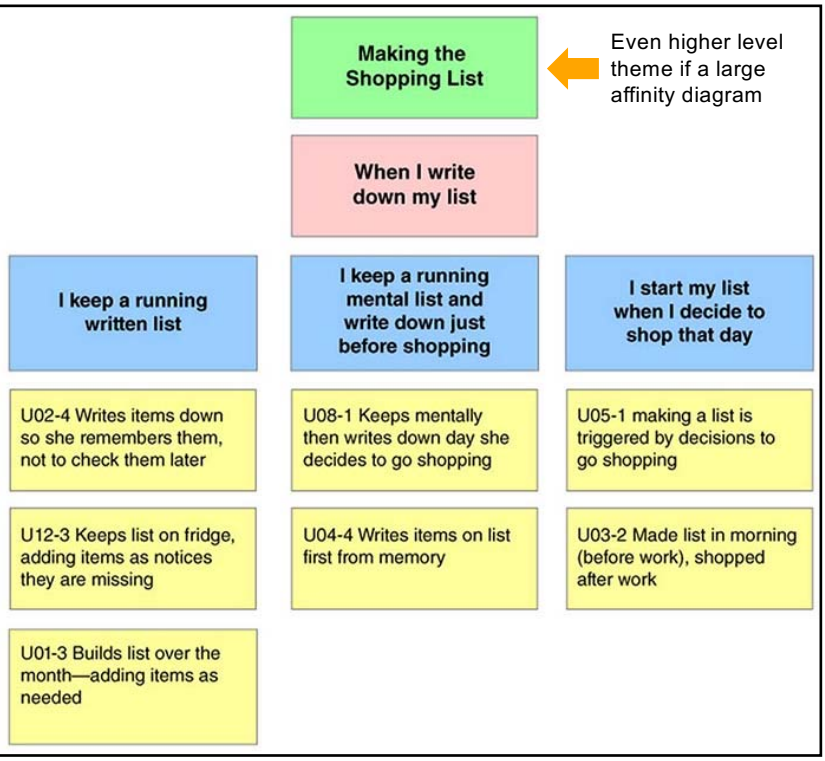
More info:

Book by Holtzblatt & Beyer:
Contextual Design, Chapter 6:
The Affinity Diagram

Available at

https://www.sciencedirect.com/science/article/pii/B9780128008942000065



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