



Aalto University
School of Arts, Design
and Architecture

UX Design in Practice

Virpi Roto

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What is this course about

Learning Outcomes

- 1 Analyze the roles of UX-related work in an organization.
 - Lecture1
 - Field studies
 - Guest lectures
- 2 Apply a suitable employee inquiry method in workplace setting.
 - This lecture
 - Field studies
- 3 Evaluate one's own approach to improving UX in a multi-disciplinary environment.
 - Field studies
 - Discussion with your teacher
 - Personal career plan



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31.3.2021
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Next steps

	UX professionals' interviews
	Personal plan preparation
28.04.2021	Interview result presentations
05.05.2021	Personal plan discussions with your teacher
07.05.2021	Personal plan submission

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Field study planning

Virpi Roto
UX Design in Practice
11.12.2019

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Get to know work of U-professionals

- Understand what kind of job roles there are for USchool graduates
- See a glimpse of the reality
- Understand how the interviewees see the future development
- You can choose interesting organizations to approach
- We may help in contacting experts
- Do the study with a peer interested in similar job roles (3 pairs)

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Which field study method?

The goal of this field study is to find out

- 1. Possible roles of U-professionals in organization**
 - Your career options
- 2. Clarify your own approach to multi-disciplinary U-work**
 - Your own interests & values
- 3. Learn employee inquiry method in workplace setting**

Default method: Semi-structured interviews at workplace

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Tips for studying work

You study the reality – do not evaluate it or design the future

- Don't contest their current way of working
- Don't ideate better ways
- Develop your interest even if the job sounds boring at first

Respect the informant

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Potential Topics for Semi-structured Interview

- What is their job about
- An example project, what role has s/he played in it
- How her/his education has helped in this work
- Future prospects in this kind of job/career
- Tips and tricks for the future of fresh graduates

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Tips for UX interviews

Softer questions might be enlightening as well

- What do you enjoy most in your work? ...Tell an example.
- What makes you proud of yourself at work? ...Tell an example.

Good way to end the interview?

- 1-3 tips from the interviewee for your career planning

Exercise: Field Study / Interview Plan

Guidance in Literature

In Materials folder

- Kvale, S. (2008). *Doing interviews*. Sage.
- Rabionet, S. E. (2011). How I Learned to Design and Conduct Semi-Structured Interviews: An Ongoing and Continuous Journey. *Qualitative Report*, 16(2), 563-566.
- Kallio, H., Pietilä, A. M., Johnson, M., & Kangasniemi, M. (2016). Systematic methodological review: developing a framework for a qualitative semi-structured interview guide. *Journal of advanced nursing*, 72(12), 2954-2965.

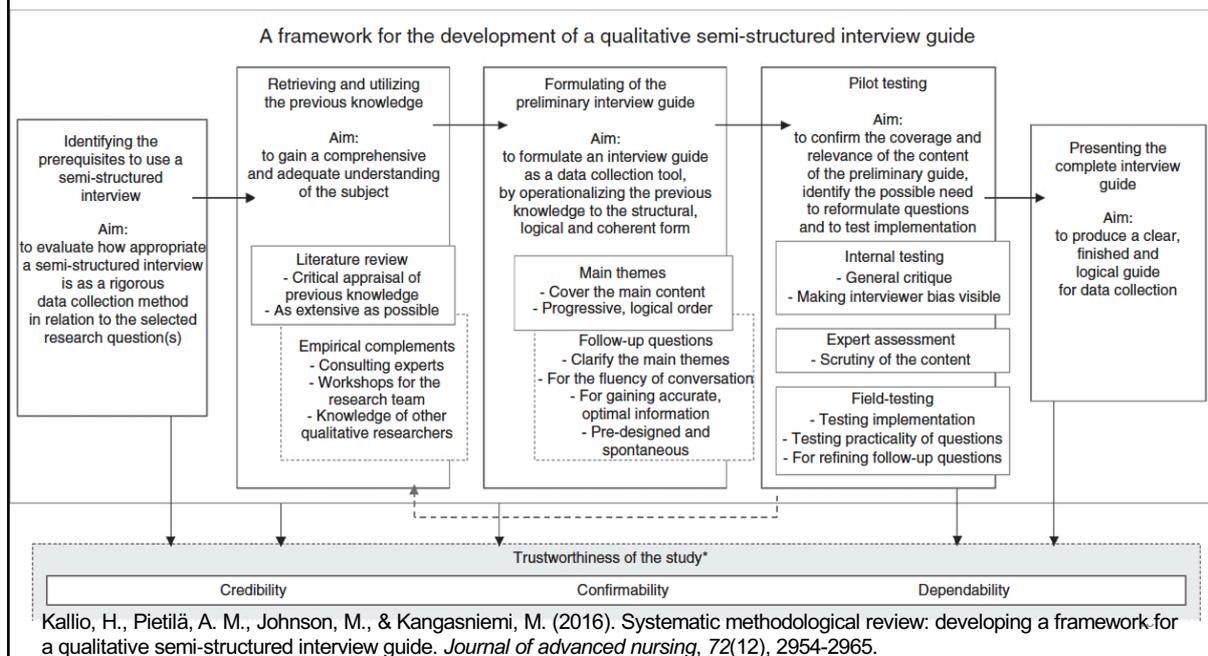
Conducting Semi-Structured Interviews

1. Selecting the type of interview
2. Establishing ethical guidelines
3. Crafting the interview protocol
4. Conducting and recording the interview
5. Analyzing and summarizing the interview
6. Reporting the findings

Rabionet, S. E. (2011). How I Learned to Design and Conduct Semi-Structured Interviews: An Ongoing and Continuous Journey. *Qualitative Report*, 16(2), 563-566.

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Compiling Semi-structured Interview Guide



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Practical arrangements

Start scheduling the interviews soon now

- 1-2 interviewees from your own field, 2-4 interviews altogether
- Prepare also for cancellations

Preferably at the authentic workplace

- Obey the company policy & culture

Allocate 1h for the interview (if in real context, 1,5h would be better)

- Do not exceed the agreed time

Interviews in pairs

- One student as the primary contact & interviewer
- One taking notes (& recording? Consent!)
 - Verbal consent recorded on the video is enough

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Interviews in pairs

What kind of work/interviewees are you interested in?

Pair up with a student with similar interests

		Started
ARTS	Vivi Pesonen	2019
SCI	Roosa Laurikainen	2019
SCI	Roosa Kujanpää	2020
SCI	Yuhui Xu	2020
SCI	Dongmei Gao	2020
HU	Riikka Raatikainen	2019

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Task 2: Personal plan

Prepare a draft version of the personal plan

Meet with Marko (SCI) / Virpi (ARTS) / Ansku (UH) 5.5. 14:15-16

Purpose of the discussion:

- Discuss the potential career paths after USchool & your Master's program
- Discuss your own approach and role to improve user experience in a multi-disciplinary setting