THIS WEEK:
In-class Interview & Interpretation Practice

Due today:
• Pre-work – on-line shopping
• Readings: Interviewing, Cognition, Work Models guides
• Mind Maps: CI Particulars
• Canvas Quizzes: Interviewing, Cognition, CI Quiz B

Due Wed:
• Readings: Work Models Guide
• Mind Maps: CI Interpretation, CI Consolidation
• Canvas Quizzes: Work Models, CI Quiz C

Due Sat: Project Proposal in Canvas

NEXT WEEK:

Other techniques:
• Qualitative/Quantitative, “coding”/interpretation
• Recorded guest lecture from last year

Due Sat: Project Part 1, Checkpoint 1: At least 1 interview complete, submit all work models for this interview to Canvas

Micro-survey top topics we’ll review today:
Lots!
Micro-Survey: Contextual Design Goals

Contextual Inquiry →

Overarching goals:
- See breadth of data without being overwhelmed
- See common structure/patterns and also variations
- Have data to allow designers/implementer to move forward

- Representation: see work practice and system structure as a whole
  - See detail and also meaning
  - Make important issues stand out
  - Creates single focus

- Support vision of complete solution
  - Deliver in pieces useful on their own that grow into vision
  - While org structures try to pull design into parts based on the org structure

Design tasks →
- Design questions
Micro-Survey: 4 CI Principles

- clear understanding of the purpose of the inquiry
- way to keep conversation on relevant aspects of the work
- allows interviewer to see more; framework for making sense of the work
- team develops project focus
  - expand your focus:

CI Principles

- context
  - go to their workplace, watch them do their work, talk about it
    - engage to find unarticulated aspects of work
    - have an interpretation idea
    - observe, see structure or something not fitting, interrupt with question

- partnership
  - relationship model
    - develop shared understanding of important aspects of work

- interpretation
Micro-Survey: Relationship Types

Interviewer/Interviewee:
You and the user act like there is a questionnaire to be filled out. You ask a question, the user answers and falls silent. You, anxious that the interview go well, ask another question which the user answers and then falls silent again. This continues. The questions are no longer related to ongoing activities, because real activity has ceased! Get back on track by asking the user to take their next step.

Expert/Novice:
You are viewed as an expert since you are the one designing the product. If the user asks for help (or if you forget and offer help) you have to step out of the expert role explicitly!

Guest/Host:
You as a guest are polite and not too nosy. The user as a host is considerate and tries to make you feel comfortable by seeing to your needs. You’ll find yourself feeling like a guest. Move quickly to the role of partner in inquiry.

Master/Apprentice, Partner M/A:
Being nosy is part of a good interview. The user has already agreed to help by doing a field interview, so let them help. Move closer, look at what they are looking at, ask questions. Partnership turns the apprentice part of M/A into a mutual relationship of shared inquiry and discovery, and invites the user into a co-inquiry.
Micro-Survey: CD/CI

1. Gives us individual information
   - coding (e.g. labels/work models)

2. "Summarizes" individual data into a general version of models
   - preserves variations
   - creates affinity diagram

3. Walking the consolidated models and affinity helps identify personas and develop the vision of the re-design

4. Create scenarios for re-designed work

5. Create low-fidelity prototype: storyboards

6. Evaluate with users and another team

7. Modify design, create high-fidelity prototype
We want to study landscape architects as they plan new projects. In particular we want to find out everything they study and use (books, web, past projects, others’ projects, etc.), how they use automation, and find ways to streamline their work.
Micro-Survey: Stages of Interviewing and Relationships - all in a single session

Interview Step
1. Explain project, gain consent
2. Start the “getting acquainted” interview (warm-up)
3. Move to “grand tour” interview
4. Move to contextual interview (work demos)
5. Wrap-up by summarizing and confirming what it is you heard

Relationship Progression
Interviewer-interviewee
Master-apprentice (M/A)
Partner: M/A but more equal power
Micro-Survey: Miscellaneous - 1

Questions versus Interpretations:
Ques: You ask what the user did – what action did they take
Interp: You see a sequence of actions and you propose what it means

How do you look at a script and determine the interview type?
If the user is showing things as they DO work, it’s probably a contextual interview. If the user is showing things and talking about what they DID, it’s probably a retrospective interview.

What’s the difference between Master/Apprentice and field observations?
M/A is a relationship type, field observation is an interview type. For us, field observations and contextual interviews are the same. (We can argue that a retrospective interview is also a field observation.)
Micro-Survey: Miscellaneous - 2

How do you collect concrete data? Is it just observations?
*Observations of detailed actions and also interpretations that you validate with the user.*

What’s a leading versus probing question?
*The user starts a tool you know is outdated. Leading: Your company doesn’t still use that program, do they? Probing: I see you are using X program, is this because of company policies regarding the tools that you are supposed to use?*

Interview type versus relationship type:
*Interview: observational/contextual, retrospective
Relationship: Master/Apprentice, Expert/Novice, Interviewer/Interviewee, Guest/Host*
Isn’t coding writing code?

_Not in this class – coding is labeling some action(s) with a word, phrase, or picture that captures its higher meaning._

Why does “yes, ... but...” mean you’re wrong?

Why use M/A over other relationship types?

_We get better and more details with M/A_
Practicing CI Interviews

Learning objectives:

1. Gather data in an interview that accurately depicts user behavior – we’ll do only a retrospective interview
2. Broaden interviewer’s focus to see more data while observing; identify cognition types observed (how does this help?)
3. Practice retrospective CI interview
Stages of Contextual Interviewing and Relationships - all in a single session

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Sometimes you’ll use a retrospective approach to get details for tasks that take too long, or things that happened or created things in the past, that impact what you’re observing. Sometimes the whole interview is a retrospective (what we’ll do today)
Work Modeling

• Five graphical models
  – Flow models
    • Depicts relationships between various individuals in work environment
    • Rare that one person does everything
  – Sequence models
    • Work is divided up into steps
    • Captures steps and the intention behind steps
  – Artifact models
    • People use and modify things
    • Understanding how and why reveals characteristics and break downs
  – Cultural models
    • Expectations, desires, policies influence work
  – Physical models
    • People adapt their environment so they can accomplish work

• Notes for affinity
  – Everything that doesn’t fit into one of the graphical models, plus key observations, insights, cultural model influences, questions, design ideas, and breakdowns you identify as you create the work models
Work Flow Model – people, places, other groups, how information moves, breakdowns
Sequence Model – 2 kinds shown here: steps, intent behind them, breakdowns.
Cultural Model – people, organizations, influences including direction, breakdowns
Affinity Diagram (left) – things that don’t fit into one of the other work models, key observations, insights, cultural model influences, questions, design ideas, and breakdowns you identify as you create the work models.
In-class Activity (20 min)

You need to work in groups of 2 – you don’t have to be with people in your project team.

• Roles:
  – User performing a retrospective walk-through of their on-line shopping experience
  – Interviewer taking copious notes on everything user does/says/or that happens

• Take 10 min to do the interview
• Switch roles
• Take 10 min to do the interview.