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

**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**

- **Guest/Host**
- **Interviewer-interviewee**
- **Master-apprentice (M/A)**
- **Partner: M/A but more equal power between M & A**

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
Physical Model – places, “tool” layout, required movement to do job, 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.