

Interview

Human-Computer Interaction

based on „Interviewing” from Scott Klemmer
<https://www.coursera.org/learn/human-computer-interaction>

Collecting information (from the users, NOT about our own ideas)

- ▶ Observation
- ▶ Analysis of logs
- ▶ Questionnaires
- ▶ Expert analysis
- ▶ **Interview**

Choosing Participants

- ▶ Representative of target users
 - ▶ May be current users of a similar system
 - ▶ Might also be the non-users or new users
-
- ▶ Task: Neptun
 - ▶ Who would you interview?

Recruiting Participants

- ▶ Get a diverse set of stakeholders (taking into account GDPR)
- ▶ Use incentives and motivation
 - ▶ Money
 - ▶ Symbolic
- ▶ Approximate is better than nothing
 - ▶ Friends
 - ▶ Less qualified, but similar

Similar user may not be ideal, but better than nothing.

Doctor - resident

IT expert - student

What Are Good Questions?

- ▶ ~~“Is the daily update an important feature to you?”~~
- ▶ ~~“Would you like less crowded stores, with less clutter?”~~
- ▶ ~~“What kind of tools would you like to use in the system?”~~

We should ask things in a different way!

Types of Questions to Avoid

- ▶ What they would do / like / want in hypothetical scenarios?
- ▶ How often they do things?
- ▶ How much they like things on an absolute (1-10) scale?
- ▶ Avoid binary Questions

Good Questions

- ▶ Interested about the interviewee
- ▶ Concrete, specific questions
- ▶ No hypothetical situations
- ▶ About the interviewee, and not about yourself
- ▶ Ask the question and let them answer

Silence is Golden

- ▶ Wait after the question
- ▶ 2nd answer might be more interesting

Pay attention to the interviewee

- ▶ Adjust your questions to their previous answers
- ▶ Ask questions in language they use / understand
- ▶ Pick up on and ask for examples
- ▶ Be flexible

Plan in advance

- ▶ Prepare for the interview
 - ▶ Make a script
 - ▶ Organize things
 - ▶ Test the equipment
 - ▶ Recruitment
 - ▶ Choose location
 - ▶ How to get there
- ▶ Do a Trial Run first (gives you practice, catches bugs)

Record audio / video (take a picture)

- ▶ Drawbacks
 - ▶ Time-consuming to review / edit
 - ▶ Can change participants' responses
 - ▶ Requires permission (GDPR)
- ▶ Advantages
 - ▶ Helps to concentrate on the interview
 - ▶ Can be analyzed multiple times
 - ▶ Helps to remember
 - ▶ Other members of the group can listen to it

How to prepare?

- ▶ Collect technical information
 - ▶ Location, how to get there
 - ▶ Necessary equipment
 - ▶ Reminders
 - ▶ Motivation: chocolate bar, ...

Script

1) Intro & Participant Background

- ▶ Technical things (what to write down, which device to start, etc.)
- ▶ Interview goals (why participant is there are what outcomes are sought)

2) Warm-up questions (easy questions)

- ▶ Collect some basic data
- ▶ Less important
- ▶ Questions about details that will be useful for the interpretation
- ▶ e.g.: „Can you introduce yourself? (family, job, etc.)”

Script

3) Main questions

- ▶ 8-10 questions
 - ▶ Should focus on the important parts
- ▶ Let the subject talk and explain
- ▶ Select from „good questions” (not yes/no)
- ▶ This will be just a draft - questions should react on the answers of the interviewee

4) Wrap-Up

- ▶ Open questions
- ▶ Allow free thinking
- ▶ Subject can ask question, or explain more
- ▶ Thanks & gift

What to upload?

- ▶ Script + explanation, 2 pages, pdf
- ▶ Soundtrack, 5-15 minutes, 128 kbit/s mp3
- ▶ Assessment of the interview, 1 page, pdf
 - ▶ How did you choose the interviewee?
 - ▶ Expectations
 - ▶ Experiences
 - ▶ Conditions

Deadline: 2019 October 1