

## Exercise 2 and 3

*Deadline: 24.05.2013; 12:00 (noon)*

This exercise consists of two phases. The first phase focuses on user research, followed by the analysis of the collected data in the second phase.

### **Task 1: Conduct Personal Interviews** (Group Work; 1 Bonus Point)

The topic of the projects and interviews will be: **Music on Mobile Devices** (e.g. Smartphone, Tablet, ...). Conduct personal interviews to define more precisely the problem area and collect information about user needs. This task should be completed in groups of two to three people. We recommend you to complete this task in the first week (until Friday, 17/05/2013).

You should follow the following steps:

- 1. Set Goals.**  
What are you trying to find out? Write these goals down in max. 5 sentences.
- 2. Design an interview outline based on your goals.**  
Remember the rules of a good interview. It should not take longer than 10 minutes to complete it!
- 3. Identify your users.**  
For example, elderly people, drivers or in our case people who are involved with music (e.g. music listeners, musicians, composers, etc.) You are free to narrow down the interviewees' population to a more specific segment.
- 4. Do a pre-test.**  
Test your interview questions with at least one person not belonging to your group (e.g. another MMI student). Refine your questions if necessary.
- 5. Conduct the interviews.**  
Conduct the interviews. Each team member must interview at least 3 participants.
- 6. Document, document, document!**  
Do audio and/or video recordings (with permission!). Take notes and photos! You will need this material for Task 2.

**Task 2: Analyze your Data** (Group Work; 1 Bonus Point)

After you have conducted your interviews, you should spend the rest of the time to analyze the collected data. Thereby execute the following steps together with your group:

**1. Visualize your findings in a research map**

You can do that by writing your findings on post-its, printing out photos, which help you to recall your findings etc. Arrange all that on a table or a wall to get an overview of all your findings (e.g. temporal, topic-specific...). This exercise helps you to get an overview from all the data you have gathered during your user research. Discuss with your team members informally what the most interesting aspects were in this phase. Was there a person or a place that were in some ways fascinating? Did you find out things you didn't know before? Write all your insights on post-it notes and stick them also on the wall. This task will help you to see the "big picture" from the previous work you have done.

**2. Create a hierarchy of your main findings**

Discuss with your group. What are the most important findings? Agree on the five most important findings. You can conduct a voting where each team member has 3 votes that can be written or attached directly to your findings. This helps you to come to democratic solutions within your team and highlight the most important aspects of the research phase. The task should include to come up with a short list that summarize in bullet points what you have found out about your user group, e.g.

- 1.) All interviewed persons found advertising on public displays very annoying
- 2.) ..... next finding .....

**3. Identify opportunity spaces**

Based on your five most important findings. What are the main problems and what can you do to solve them. Talk about first ideas. You don't have to work out a solution in detail at that point, different rough ideas are enough. Based on your hierarchy of main findings the question in your team should be: Can we do anything about it? Try to span a bridge between the user needs you have identified and possible first solutions. These solutions can be focused to solve a problem or build on one positive thing you have noticed, e.g.: all interviewed persons loved little guessing games on public displays, therefore one idea could be to create an interactive game with public displays that works on users mobile devices and triggers different questions.

**4. Write down your insights (about 10 sentences)**

Summarize the results of the previous three steps. Name your main findings and opportunity spaces in the summary. This task helps you to prepare your presentation and tell a person who is completely unfamiliar with your work what you have done so far.

**Task 3: Presentation** (Group Work; 1 Bonus Point)

Prepare a short presentation of your analysis (5-6min). The presentation should contain the goals of your research, photos of your research map and all your insights in a bullet list format.

Use this opportunity to address questions to the other groups. In praxis this cross-presentation format is very useful to invite more people to tell their ideas regarding your project. Every feedback from outside helps to make your ideas and concepts stronger or filter out irritating elements.

The presentation will be given in your next tutorial. You will present in a group. Each team member should talk about 2min about the work and insights. Only team members who are there to present will get a bonus point.

Bring everything you need for your presentation to the next tutorial!

**Note:** You can write the interviews, summaries etc. in German.

**Submit** a zip-archive using UniWorX. The zip-archive should contain the following documents:

- PDF where you describe your goals in 5 sentences (see task 1 (Step 1))
- PDF containing your interview questions
- PDF that summarizes your work and insights
- PDF with your presentation