Breakoutsession No. 3

Interviews
(aka Listening to Stories)
Project

• small project during the next 5 weeks

• fix groups of 4 – 6 students

• tasks during the project:
  – interviews
  – brainstorming
  – building a (simple) prototype
  – Evaluation
  – short Presentation

• goal: design & prototype a simple interactive application that supports your user group
Topic

- find out about common problems of living together in one apartment
- cleaning schedules
- empty fridge
- finding new room mates
- …
Doing An Interview

• recap:

  – semi-structured interviews
    • guided by a script
    • interesting issues can be explored in more depth
    • can provide good balance between richness and replicability

  – interview questions
    • Closed questions have predetermined answer format, e.g. ‘yes’ or ‘no’, are easy to analyze
    • open questions do not have predetermined format

source: [6]
Running an Interview

• Introduction:
  – introduce yourself
  – explain the goals of the interview
  – ask to record

• Warm-Up:
  – make first question easy and non-threatening

• Main body:
  – present questions in logical order

• Cool-off period:
  – include a few easy questions to defuse tension

• Closure:
  – thank interviewee
  – signal the end
Creating An Interview

• what to do next:
  – team up with your group
  – time: min. 30 minutes
  – choose a user-group, e.g. students, seniors, hippies…
  – design an semi-structured interview

• Homework:
  – Every member of the group interviews one person of the chosen user-group
  – Bring the results with you next week for further discussion
Klausur

• Montag 28.07.2014 um 14 Uhr c.t.

• 90 Minuten

• Hörsaal C 123 in der Theresienstr. 39
Summary

• Introduction:
  – introduce yourself
  – explain the goals of the interview
  – ask to record

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• Main body:
  – present questions in logical order

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• Semi-structured interviews:
  – guided by a script
  – interesting issues can be explored more depth

• Avoid:
  – long questions
  – compound sentences – split them into two
  – jargon and language that the interviewee may not understand
  – leading questions that make assumptions, e.g. why do you like… ?
  – unconscious biases, e.g. gender stereotypes