École Polytechnique Fédérale de Lausanne
Faculty of Information and Communication Sciences
CS486 - Interaction Design

Design Brief II : Design Journal based on Semi-Structured User Interview and Observation & User Modeling

Objective

For this phase of the project, you'll be using interviews and observations to validate your Design Problem Statement (DPS) and to deeply understand your users' goals by assessing their needs. Once you have a clear grasp of the users' goals, delve further into their experience by mapping out their task sequence using a storyboard. This process will offer you a glimpse into their mental model and may also reveal additional insights.

We require you to maintain a personal design journal throughout this process. This journal should be a report-like document where you record and prepare your ideas individually before discussing them with your teammates. It serves as a personal account of your design thinking journey, capturing the nuances of your creative process.

Your design journal will be graded, and it should be organized to some extent, reflecting your individual exploration and thought process. The evaluation criteria are outlined in the rubric provided in the last section of this brief.

Below, we provide a suggested series of steps for conducting user interviews and observations with your teammates. Please use your design journal to document these activities as well as your individual reflections and ideas.

Persona hypothesis table

Establish a persona hypothesis table and carefully visualize and justify the participants you want to recruit.

Recruit users based on the persona hypothesis table

Recruit at least *6* users per your project team. Match their profile and behavior pattens as close as you can to the imaginary people you hypothesised in the above table.

Adapting the given interview/observation guide (I/O guide)

Find the I/O guide template in moodle. Please refine and develop your own. The resultant guide comprises all actions, statements and questions you can follow during the interviews and observations, including introduction and thank-you statements. Tip 1: the order and the total number of questions you will ask EACH participant is not fixed when you actually

conduct the interview. Tip 2: your DPS should serve as the overarching question, but your interview may give you different outcome than expected. Don't hesitate developing several additional insights.

What happens during interview and observation?

Relying on the interview/observation guide, interview your subjects one by one. After you have gathered the information about the needs and goals of users, develop a storyboard as your first prototype where you imagine how your users may interact with your product. With the help of the storyboard, interview your users again, and validate with them if the task sequence you had imagined is indeed aligned with theirs.

Analysing the results of your interview and observation.

You may have divided the work of interviewing. After interviewing the users assigned to you, it's time to gather the data from all members.

Try to answer the following questions:

What are the most common pain points among all of your users with what they do now.

What are the most interesting comments from users validating your initial insights.

What are the most interesting comments from users showing new insights you haven't thought about.

With relation to your storyboard: what are the most common tasks and the task sequence synthesized from your users pretending using your product.

What are behavior variables?

Learn to observe and synthesize the patterns of your users' behaviors. Create behavior variables to express these patterns and map the users you have interviewed to the variables.

What is a persona? What is the primary persona?

Once you have designated your primary persona, consider illustrating and describing him/her using the method from the Cooper book.

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Grading rubric

What are your overarching question(s)? Write down in your journal, using block text and bullet points if necessary, the burning questions from your domain research that you'd like to validate from your users. What are some of the **open-ended exploratory questions** you would like to ask your users? What are some of the **structured questions** you would like to ask your users? Maximum 500 words.	
What are some of the Ideas you have developed to recruit and interview users? With the team, you have by now developed the persona hypothesis table where you listed imaginary people ideal for the interview of your project. Document the ideas, the unusual the better, you may have developed to recruit and interview those people, and where you may interview them. Maximum 300 words.	
The setup of your interviews Tell us how your team decided to distribute the workload. Whom did you actually interview, their gender, age, profession, date, time, location of interview, who was present besides the participant. Compare to your hypothesis table, whom you interviewed but you decided you will not design for him/her. Why? Maximum 2 pages.	
Post interview analysis of results Document three most surprising things you learned from your semi-structured interview and observation. How do they shed light on your design solutions, especially the insights? Notice these are ideas you prepare **before** meeting with your team. Maximum 500 words.	

Submission: Submit your journal in PDF format including all elements described in the grading rubric on the due date.

Note that while you may proceed with data analysis collaboratively within your group, you should individually submit the journal as detailed in the Moodle course page.