

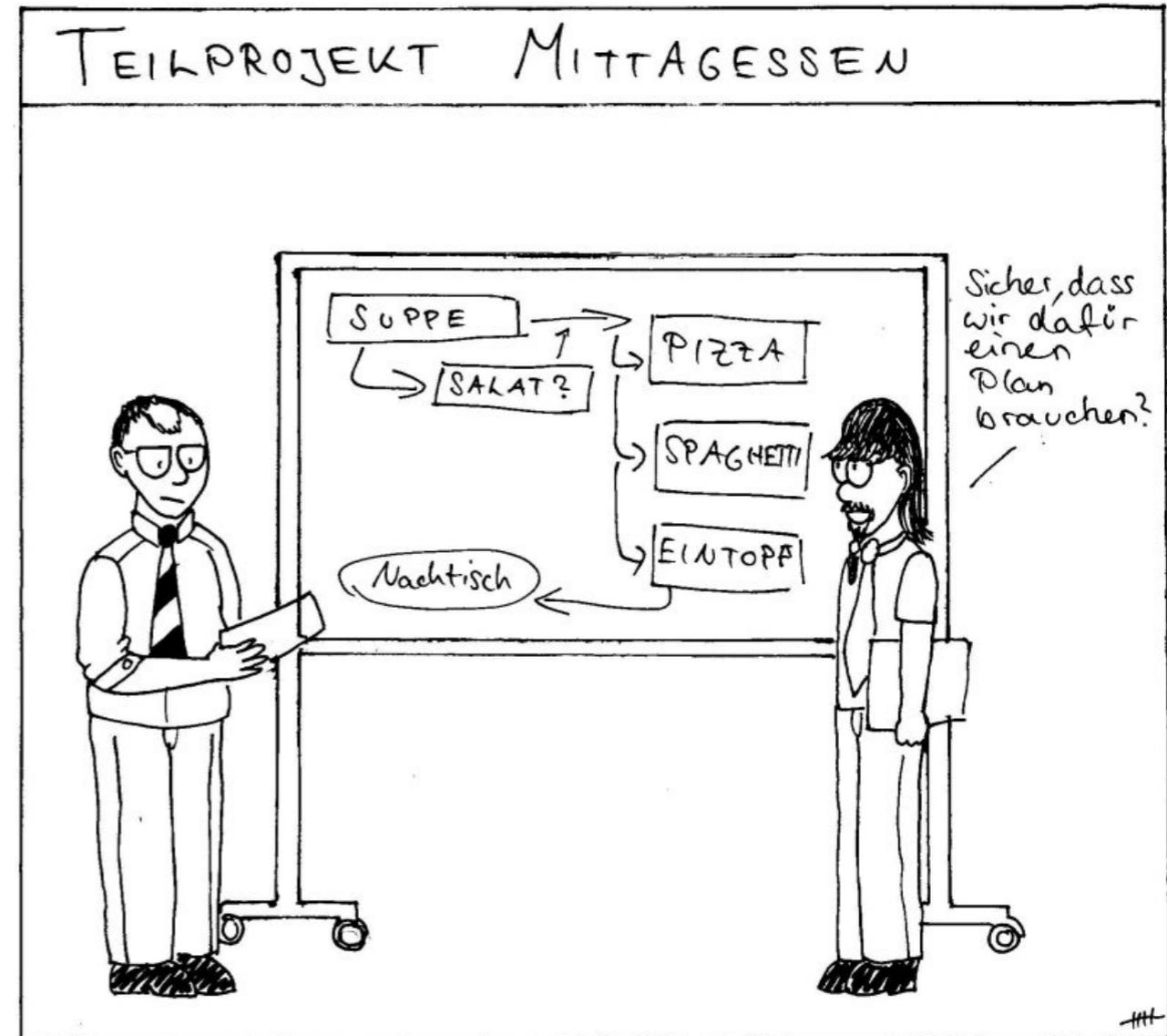
Breakoutsession No. 3

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**



http://www.pentaeder.de/wp-content/uploads/projekt_cartoon_016_essensplan.jpg

Topic

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



WG-Putzplan

				Du ¹	Du ²	Du ³
Du ⁴	Du ⁵	Du ⁶	Du ⁷	Du ⁸	Du ⁹	Du ¹⁰
Du ¹¹	Du ¹²	Du ¹³	Du ¹⁴	Du ¹⁵	Du ¹⁶	Du ¹⁷
Du ¹⁸	Du ¹⁹	Du ²⁰	Du ²¹	Du ²²	Du ²³	Du ²⁴
Du ²⁵	Du ²⁶	Du ²⁷	Du ²⁸	Du ²⁹	Du ³⁰	



<http://bilder.augsburger-allgemeine.de/img/incoming/crop22943111/5457218523-ctopTeaser/Hab-und-Gut-in-der-Wohngemeinschaft-versichern.jpg>
<http://cbx.amadyne.net/blog/images/680.jpg>

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



http://commons.wikimedia.org/wiki/File:Grabill_-_The_Interview.jpg

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
- 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
- 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