

How to Interview

- Plan a set of central questions – what do you want to know?
 - a few good questions gets things started
 - avoid leading questions do not bias the interview
 - focuses the interview
 - could be based on results of user observations
- Let user responses lead follow-up questions
 - follow interesting leads
 - vary questions to suit the context
 - probe more deeply on interesting issues as they arise



Wording questions

- Start with an easy question then move into more sensitive ones
- Clearly phrased and easily understood
 - Start with what, how, why, when
 - Avoid questions which could be answered by yes or no or precise answers
- Use interview probes
 - Scenarios, pictures, contextual cues

Tricks

- Prompts
 - Remain silent
 - Repeat the last question
 - Repeat the last few words by the interviewee
- Probes
 - Verbal
 - ‘could you give me some examples of that’
 - ‘would an example of that be’
 - Could you give me a bit more details on
 - Design
 - Interfaces
 - Scenario, storyboard
- Checks
 - ‘If I can summarise what I think you’ve said...’
 - ‘What this means, then is that,...’
 - So let me check if I have understood you correctly’

Retrospective testing interviews

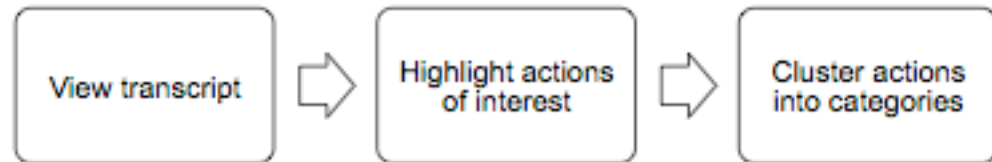
- Post-use
 - perform an observational study asking users to interact with a product
 - create a video record of it
 - have users view the video and comment on what they did
 - clarify events that occurred during system use
 - excellent for grounding interview
 - avoid erroneous reconstruction
 - users often offer concrete suggestions
 - Problem: prone to rationalization of events/thoughts by user

Transcribing

- Writing up the interviews / if needed
 - 5 hours : 1 hour (or more depending on typing speed and audio quality)
- Add informal notes (analysis – reflection)
- Think of level of richness needed
 - Emotion, false starts
- Labelling

Simple qualitative analysis

- Look for key events/patterns of behavior that drive the activity



- - Recurring patterns or themes
 - Emergent from data
 - Emergent from theory
 - Categorizing data
 - Categorization scheme may be emergent or pre-specified
 - Looking for critical incidents
 - Helps to focus in on key events

Categorising the data

- Different levels of details (general themes, word to word analysis)
- Based on theory or emergent from data
- Orthogonal category
- Reliability (inter-rater reliability: percentage of agreement between different categorisation)

Coding

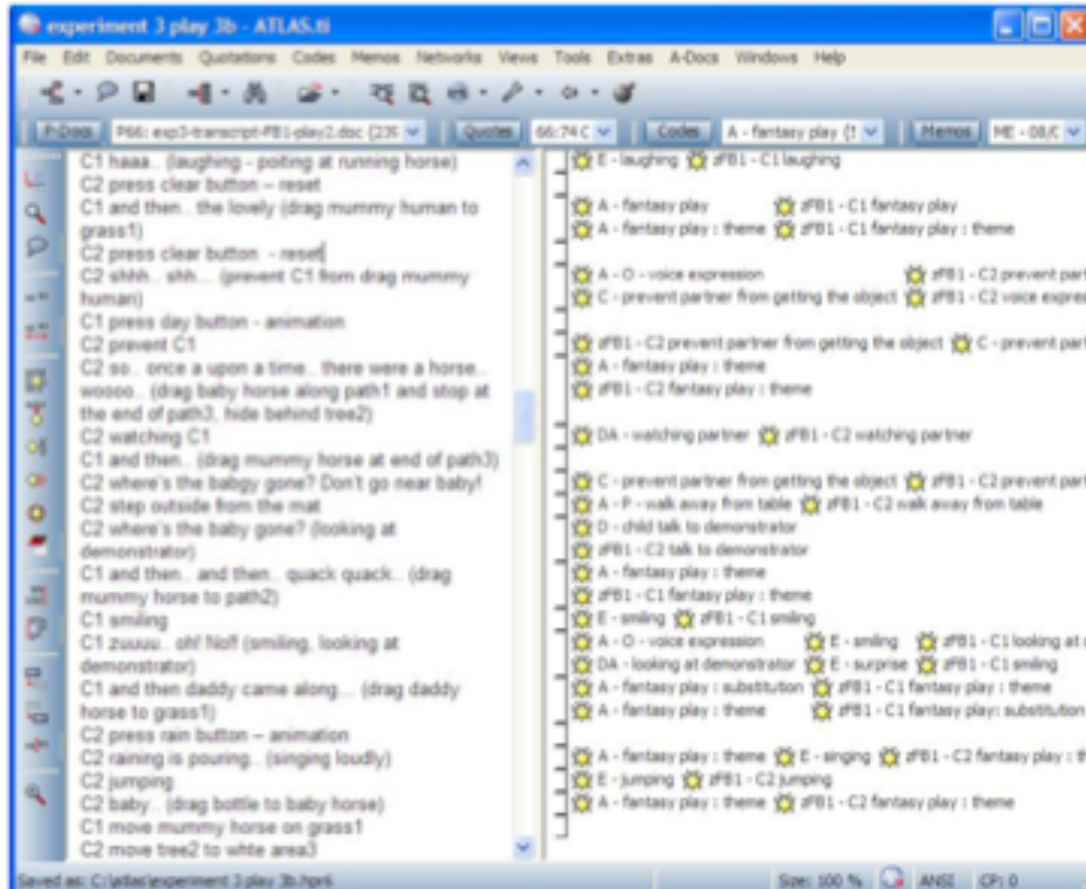
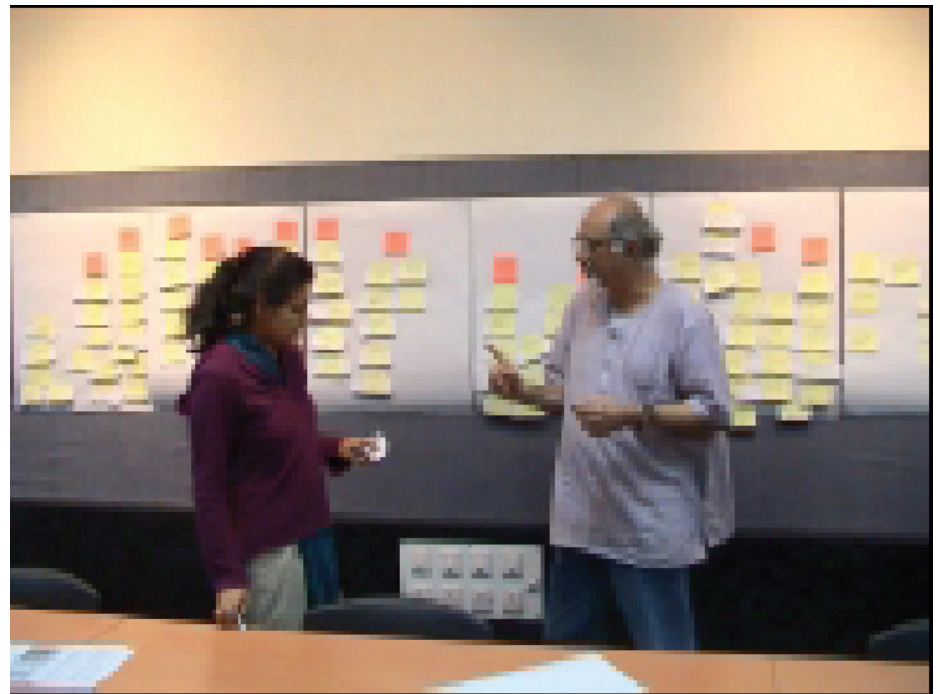


Figure 13: Atlas.ti qualitative analysis software

Affinity analysis

- Organise individual ideas and insights into a hierarchy showing common structure and theme
- Notes are grouped together because they are similar in some fashion
- The groups are not pre-defined but emerge from the data



Analyzing Critical incidents

- People talk about incidents that stood out
 - usually discuss extremely annoying problems with fervor
 - not representative, but important to them
 - often raises issues not seen in lab tests

Recommended reading

- Chapter 7 1st Edition
- Chapter 10 2nd Edition