What are Needs?

Needs ≠ Solutions
(verbs) (nouns)
What are Needs?

Different Kinds of Needs

<table>
<thead>
<tr>
<th>Common</th>
<th>Needs of nearly everyone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Context</td>
<td>Needs of people in the same situation</td>
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<tr>
<td>Activity</td>
<td>Needs of people in the same situation who want to do the same thing</td>
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<tr>
<td>Qualifier</td>
<td>Needs of people in the same situation who want to do the same thing in the same way</td>
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What is Need Finding?

Need Finding ≠ Bug Listing

Explicit needs can hide insightful implicit needs
Observation
Anatomy

Anatomy of an Interview

Most interviews follow the following sequence:

- Introduction
- Kickoff
- Build Rapport
- Grand Tour
- Reflection
- Wrap-Up
Anatomy of a Story

Memorable stories typically embody this structure

- Introduction
- Rising Action
- Climax
- Denouement
Anatomy of an Interview

The Ethnographic Interview shares this structure

Introduction

Kickoff

Build Rapport

Rising Action

Grand Tour

Climax

Denouement

Reflection

Wrap-Up

Intro

time

Anatomy
Anatomy

Introduction
Establish an interview partnership

Intro
Kickoff
Build Rapport
Grand Tour
Reflection
Wrap-Up

time
Anatomy

Introduction

- The informant may be confused as to exactly what is happening.
- Be direct — “Why don’t we sit down here?”, put them at ease.
- Find a good place for the interview — if possible arrange comfortable seating, adequate lighting, and a low noise - traffic location.
Anatomy

Introduction

Describe your purpose

- “We’re going to explore how decisions get made in the Emergency Room.”

Outline the interview

- “We’re going to spend the day with you. We’ll be watching how the organization works, and later ask you and your staff some questions”.
Anatomy

Introduction

Let them know that their knowledge is important

- "I've never been a waiter. It looks pretty hard to keep all your customers happy. Can you help me understand how you do it".
Anatomy

**Kickoff**

Shift the focus to them by introducing themselves and their lives.
Anatomy

Kickoff

At the end of your introduction, make a clear transition over to them:

- “So maybe the best place to start is to have you introduce yourselves and tell us a bit about the band…”

Clarify with lots of follow-up questions. This section helps to get the respondent talking and feeling at ease.
Anatomy

Build Rapport

Most of your time will be spent making a connection

- Intro
- Kickoff
- Build Rapport
- Grand Tour
- Reflection
- Wrap-Up
Anatomy

Build Rapport

- Informants may be defensive initially, providing only short answers “Oh you know...normal stuff. Just like everyone else. No big deal”. Be patient. Continue asking descriptive questions to build their confidence and trust.

- Reassure the informant that they are doing okay — “I don’t know...is this the kind of thing you want to know?” Tell them “Absolutely, exactly what we need”.
Anatomy

Grand Tour

Explore the details of their world both physical and mental

Look for critical issues and disconnects

Build Rapport

Kickoff

Grand Tour

Reflection

Wrap-Up

Intro

(time)
Anatomy

Grand Tour

- This may be a walk around a bedroom, factory, or mobile phone.

- There is incredible detail in the Grand Tour, including things you would never think to ask “Tell me about the picture in your battery door”.

- Ask your informant to act out interactions or open up hidden areas.
Anatomy

Reflection

Take a break and review what you have learned, then encourage personal insights and discussions of why
Anatomy

Reflection

- After you have spent a good deal of time with the informant, they may be more able to offer up personal insights, describe their plans, dreams, passions, etc.

- It’s okay here to offer theories about the informant for their evaluation or to ask the informant to generate their own theories
Anatomy

Wrap-Up

Amazing things happen when the interview is over
**Anatomy**

**Wrap-Up**

- At the end of the allotted time, thank them and tell them how helpful they have been. Ask them for any final thoughts, or if they have any questions for you.

- The notion that the interview is over often jars loose a lot of comments, thoughts, and insights. Keep the camera/tape recorder rolling.
Team Time