Announcements
P2: Fieldwork
P1: Show and Tell

CS547 HCI Seminar
Every Friday 12:50-2pm in Gates B01, 1 unit
A range of speakers touching on user interface
design, social media, collaboration, psychology,
design methods and ethnography.
A useful supplement to CS247!
Course Q & A

CS247 Q&A Forum on piazza.com:
piazza.com/stanford/winter2012/cs247

For questions likely to be of interest to other students (e.g., clarification or guidance on projects), please post to the online forum.

More sensitive questions should be sent to the course staff at cs247@cs.stanford.edu.

Announcements

P2: Fieldwork
P1: Show and Tell

P2: Fieldwork (in groups of 5)

Pick an application area of interest.
Select one or more relevant observation sites.
Observe and conduct interviews.
(Due Wed before class) Synthesize findings and brainstorm design possibilities based on insights gained from fieldwork.
(Wed in-class) Present a 3-5 minute skit that communicates an envisioned usage scenario.

Observation (complete by Monday)
P2 Fieldwork

Work in groups of 5, chosen by the staff. Each group should observe people engaged in their chosen activities. As feasible, conduct interviews or participate in the activity. You are free to split up to observe different sites. Try to gain a more comprehensive view.

Take notes, photos, sketches, etc. as part of your interview. Synthesize the results with your team mates to document your process.

P2 Suggested Schedule

Today/Tomorrow: Meet, choose a topic of mutual interest & consider sites. Generate interview questions. If needed, contact people at observation site ahead of time. (1 hour)

By Monday night: Observe in groups of 2-3; conduct interviews in situ. You will use your observations to brainstorm. (2 hours)

Before class Wednesday: Meet as a group, synthesize insights, brainstorm design ideas, and develop your 3-5 minute skit. (2-3 hours)
On Taking Field Notes

Observations
On one side of your notebook you might document what you have observed. Attempt to avoid interpretation and speculation in these notes.

W/M/brwn suit faster than W/F/pink top. F slows, M passes. M puts tick in machine, pulls out top, does not stop walking.

Interpretations
On the other side of the notebook you might document interpretations, questions, and possible theories of behavior.

W/M/brwn suit faster than W/F/pink top. F slows, M passes. Right-of-way determined by velocity (urgency)? Fluid movement of ticket exchange signifies “expert”?

On Semi-Structured Interviews

What does semi-structured mean?
Develop a set of questions ahead of time. However, you are flexible in the asking:

Dig deeper as important themes emerge.
Ask follow up questions, request elaboration.
If you are gaining important insights, you don’t need to ask all prepared questions.

An Example (Personal Health)

Do you brush your teeth everyday? If so, why do you think it is important?

What is regrettable about this question?
How might we improve it?

Interviewing Considerations

What should one be looking for?

How should one approach these?
“Walk me through…”
How/what vs. Yes/no
The ups and downs of “why”? Identify salient elements: conflict, shame, humor. Recall vs. recognition
Brainstorming Session

**Goal:** to extract insights from your observations and start turning these into design ideas.

Process (4 rounds):
1. **Observations** - Enumerate & cluster insights
2. **Find Needs** - Ask “How might we...?”
3. **Generate Solutions** - Produce design ideas
4. **Bodystorm** - Act out the interaction

Upon finishing a round, vote on the promising results and use as input for the next round.

Brainstorming Rules

- **Defer judgment.** Separate idea generation from idea selection. For now, suspend critique.
- **Encourage wild ideas.** Breakthrough ideas are next to the absurd ones.
- **Build on others’ ideas.** Listen and add to the flow.
- **Go for volume.** To have a good idea, have lots of ideas.
- **One conversation at a time.** Keep momentum; save side conversations for later.
- **Headline.** Capture the essence and move on. Don’t stall the group with a long-winded idea.

Brainstorming Success

- **Fluency:** you leave with a lot of good ideas. A good brainstorm can result in ~100 ideas/hour.
- **Flexibility:** you have a wide variety of concept directions hidden in the mess of ideas.
- **Springboards:** you leave with a handful of great springboards that you can start to prototype.
The room looks like this!

Insights
Write down insights about your P2 topic area: observations, practices, or quotes that surface habits, needs, concerns or aspirations.
Write one insight per post-it note. Place post-it notes on the wall. As a group, organize the notes into emergent clusters or themes.
Vote (draw a star on the post-it) for the insights you find most insightful. You get 4 votes.

How Might We...?
Using your insights as starting points, generate “How might we ...?” questions that suggest design opportunities (again, 1 per post-it).
Example: How might we encourage runners to surpass their previous best times on a route?
Don’t worry about concrete design solutions yet; focus on questions that surface user needs.
Again, sort the post-its and vote for your favorites (4 votes per person).

Design Ideas
Pick the group’s top 3 “how might we” questions
Brainstorm concrete design ideas for each.
As a group, pick one idea to use in your P2 skit.
**Bodystorming / Skit Design**

Next, design your skit for Wednesday.

Determine roles for various participants and physically act out the parts.

Brainstorm approaches for performing your chosen topic area and design idea. What situations and props will you use? Aim to convey a realistic context of use.

**Wed Class / P2 Deliverables**

**Before class:** submit your observation materials and brainstorming documentation, either as a PDF or single web page. Email to cs247@cs.

**In class:** You will be perform your skit in front of the class. Bring props, costumes, or whatever else you need to perform. Do not go over time.

More details on P2 web page.

**Announcements**

**P2: Fieldwork**

**P1: Show and Tell**

**Time to share your P1 insights!**

Break up into four equal-sized groups.

Round-robin sharing of your poster. Each person has **3 min** to share.

**Presenter:** Walk through your results.

**Others:** Ask questions, share feedback.

Instructors will help facilitate each group.