

STANFORD HCI GROUP / CS247



Human-Computer Interaction Design Studio

22 January 2013

<http://cs247.stanford.edu>

P2 Film Festival

P3: Observation

Film Festival Results

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<http://cs247.stanford.edu/2013/p2-videos.html>

P2 Film Festival
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P3: Observation (in groups of 4)

Pick an **application area** of interest.

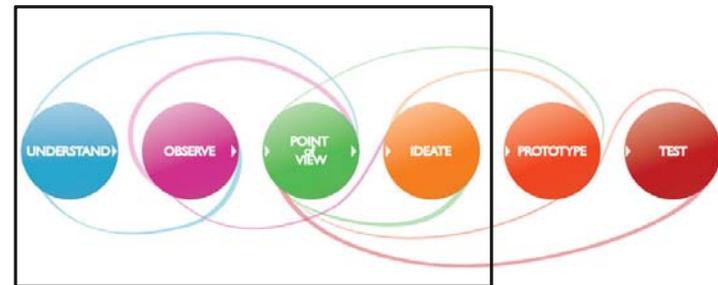
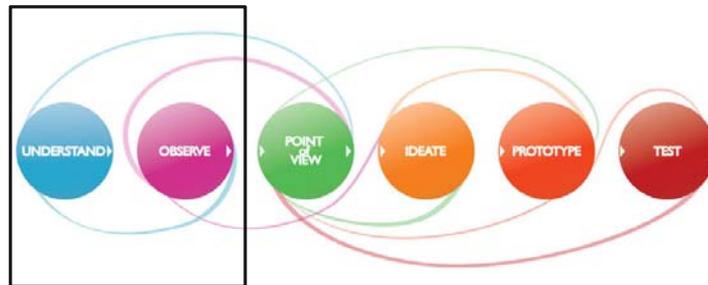
Select one or more **relevant observation sites**.

Observe and conduct **interviews**.

(Due Th 1/31 before class) **Synthesize findings** and **brainstorm design possibilities** based on insights gained from fieldwork.

(Th 1/31 in-class) Present a **3-5 minute skit** that communicates an envisioned usage scenario.

Observation (complete by Tuesday 1/29)



Documentation & Skit (due Thursday 1/31)

P3 Observation

Work in **groups of 4**, chosen by you.

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.

P3 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. (1-2 hours)

Before Tues 1/29: Observe in groups of 2-3; conduct interviews *in situ*. You will use your observations to brainstorm. (2-3 hours)

Before class Thur 1/31: Meet as a group, synthesize insights, brainstorm design ideas, and develop your 3-5 minute skit. (2-3 hours)

Observation & Interviews

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.

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?

Lived Practices. Breakdowns. Improvisations.

Reveal needs, concerns, aspirations.

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

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.

Insights

Write down insights about your P3 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 group's **top 3** "how might we" questions.

Brainstorm concrete design ideas for each.

As a group, pick **one idea** to use in your P3 skit.

Bodystorming / Skit Design

Next, design your skit for Thursday 1/31.

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**.

Thur 1/31: P3 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 P3 web page.

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(to be announced Th 1/24!)