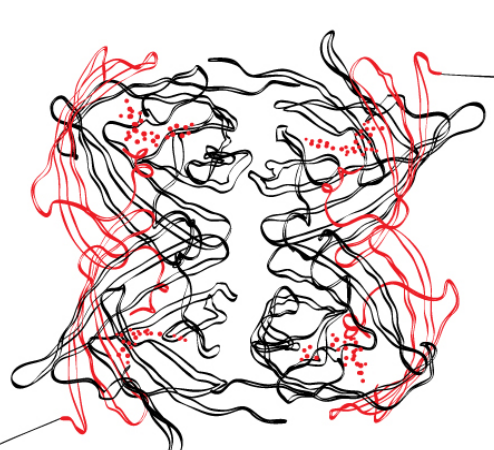
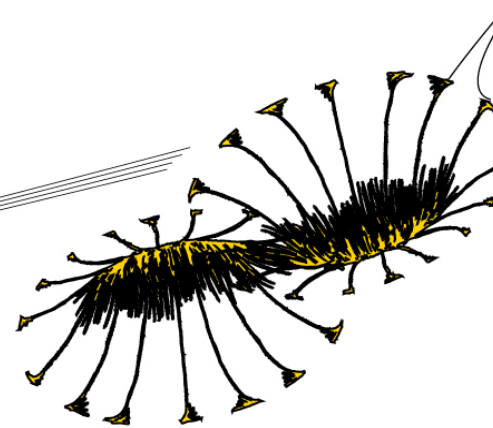


# HCI DESIGN & EVALUATION

Concept Interview

Module ID: 202001032  
Bachelor Technical Computer Science / Business & IT  
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## Goal

The goal of assignment is to get feedback on your concept at an early stage in the development process. You will perform an interview to gather data about your problem statement and your concept that will help you to understand the user(s) and design of your concept. You will use your concept video for your interview.

In the ideal world you do an interview with the real target user group and/or other stakeholders involved. In this case you will perform a pilot test of your interview. Participants in your interview are colleague students from other groups in your tutorial. If the student does not belong to your target group, s/he should act as a "proxy user": the participant should try to empathize with the potential target group (e.g., "elderly woman", "person with food allergy"). Please instruct your participant about your target group before the interview. Interview with at least N colleague students, where N is the number of members of your group. The participants (experts on TCS, BIT, HCI) will give you insights from another perspective on your concept. Results from the interview will lead to adaptations of you concept.

First you will develop some research questions (RQs) and subRQs. *Please let your (sub)research questions be checked before you will work on the interview questions.* When the tutorial leader or TA approves your (sub)RQs, you can continue to create a list of semi-structured interview questions. *Please let your semi-structured interview questions be checked before you will do the interview.* When the tutorial leader or TA approves your semi-structured interview questions, you can start the interview.

**While performing the interviews, please keep in mind the Corona regulations and the ethical regulations of this course as explained in the lecture! Ask oral permission for recording of audio and video. Only interview colleague students from this course (and in this tutorial). Handle collected data in line with the GDPR as explained in the lecture. If you have questions, ask the tutorial leaders.**

Write a report of 3-4 pages (your names and group numbers should be on the report!):

- Research questions
  - Define your research and sub-research question(s) that you will try to answer with the results of your interview. You need at least 1 research question, at least 1 sub-research question about the problem statement, at least 1 sub research question about your concept and at least 1 sub research question about the values.
  
- "Methodology" – Semi structured interview
  - You will do a semi structured interview, start with open questions, and prepare and ask follow-up questions. Avoid yes and no questions (remember, your research questions are different questions than your interview questions). Your list of interview questions will be in the appendix of your deliverable. Make sure you write down quotes verbatim so they can be used as quotes in your report. In the deliverable, briefly describe your process, mentioning how many people you interviewed, some basic information about them (age, gender), general process you followed (location of the interview? What roles were there in your group?). Show the video at the **end** of your interview to ask some specific questions about your proposed solution.
  
- "Results"
  - Describe the interview results based on themes you can identify. Themes are general things that you observed and find relevant for your concept, that were mentioned frequently, or that help people understand how the user thinks or behaves in relation to your topic. Each theme must include 1-2 verbatim quotes. Themes must be mutually exclusive. Report on

the things people said that revealed interesting or insightful things. Include the complete results of the interviews in the Appendix, but do not include full transcripts of all your interviews.

- "Your concept" – (replace with title of your concept)
  - Based on the results of your interview, describe the consequences for your concept. What needs to be changed, or what new insights did you gain? Explain clearly how and why this affects your concept. If there are no new insights, explain why and how your concept is in line with the answers from your participants.

### Peer-review

The feedback from the peer-reviews is given by students who do an alternative assignment for the project. These scores are an indication. If you have questions or doubts on the reviews, please contact your tutorial leader to discuss the review.

Area	Comments
Methodology – <ul style="list-style-type: none"> <li>- Is the methodology well described?</li> <li>- Are the research questions clear and well scoped?</li> <li>- Are the semi-structured interview questions clear?</li> <li>- Are the questions correct (e.g. not biased, no double-barrelled question, etc.)?</li> <li>- Are there follow up questions prepared?</li> <li>- Are the roles in the team clear?</li> <li>- Is it clear who the participants are?</li> </ul>	
Results – <ul style="list-style-type: none"> <li>- Are the results presented in a clear way?</li> <li>- Are quotes used in a correct way to support claims?</li> <li>- Are themes clearly described?</li> <li>- Is it clear why this is a theme?</li> </ul>	
Your concept – <ul style="list-style-type: none"> <li>- Are the conclusions from the interview clear and fair?</li> <li>- Is it clear how the concept will be changed?</li> </ul>	