

HCI

Week 3 Tutorial

Do, Say, Make Methods

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Coursework steps – suggested timeline

- **Weeks 1/2** Team formation
- **Week 2** Ethics & Data protection training
- **Weeks 2/3** **Choose topic, technology & research methods**
- **Week 4** Obtain ethics & prepare study material
- **Weeks 4/5** Recruit participants
- **Weeks 5/6** Conduct study: collect data
- **Weeks 5/6** Analyse data, derive design recommendations
- **Weeks 6 – 8** Write up your findings in form of a group report

Timeline may vary slightly across groups!

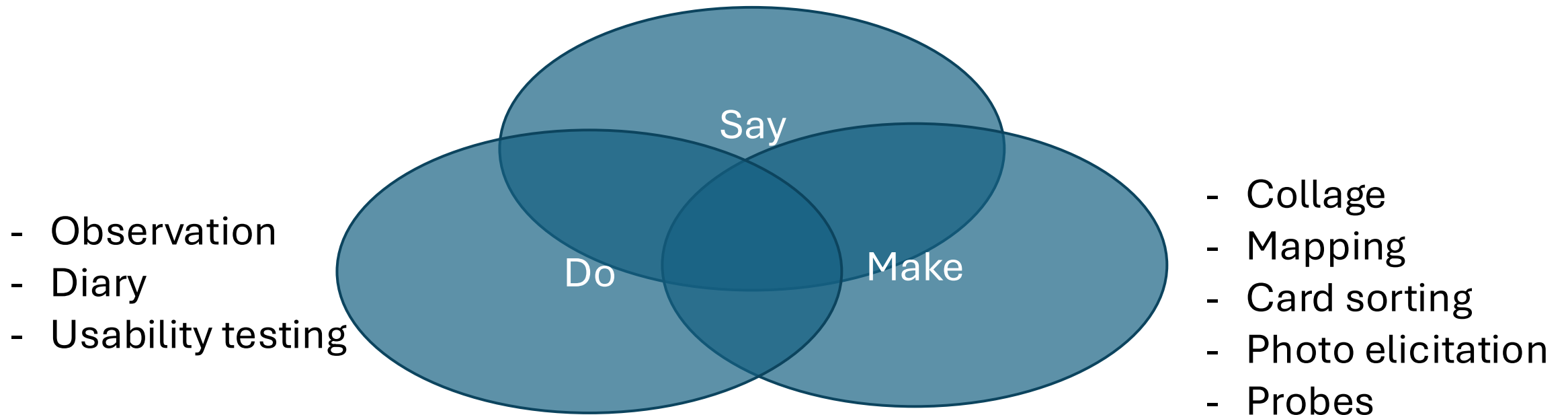
today

- Brief re-cap: “do”, “say”, “make” methods
- Activity 1: Define the aim of your project
- Activity 2: Linking “do”, “say”, “make” methods to project aims
- Activity 3: Combining “do”, “say”, “make” methods
- Activity 4: Prepare an interview guide

- Next steps

Say, Do, Make Model

- Interviews
- Focus Groups



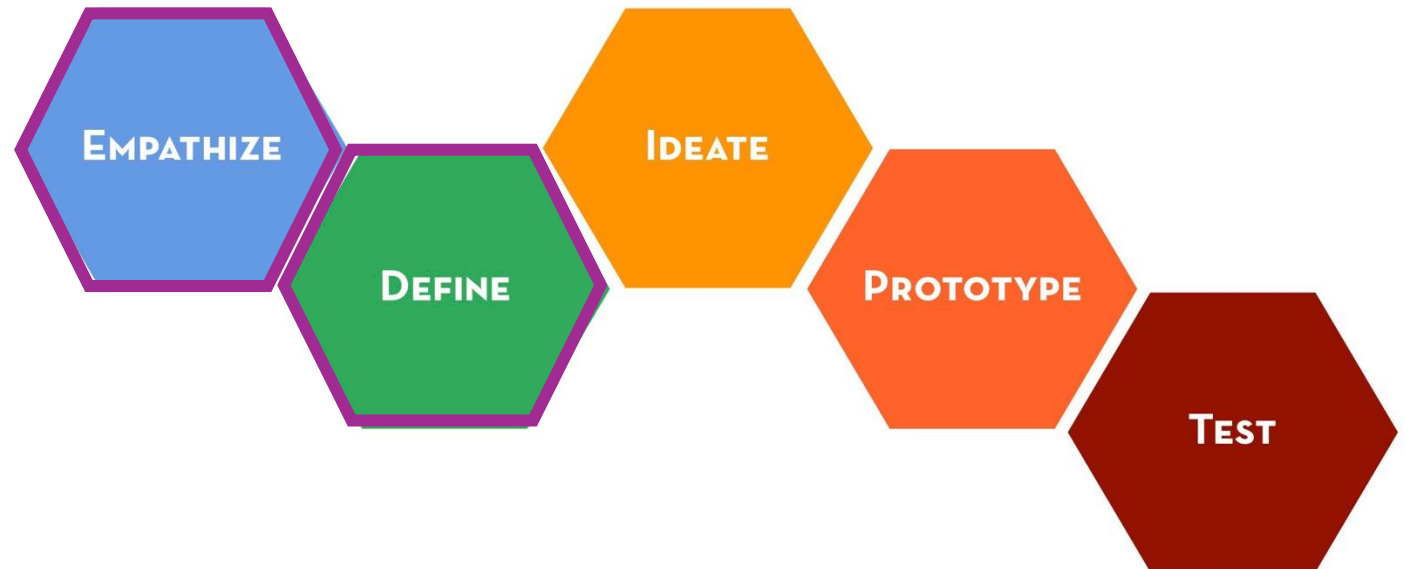
CW1

Human-centered research in a real-world context

- Goal
 - Conduct a human-centered study of an interactive technology of your choice
 - **The study should include one “do”, one “say” and one “make” method**
 - Based on your findings, derive suggestions for a new or re-design.

→ Empathize

→ Define



Defining the aim of your project

Define the aim of your research/project

- A research aim is the guiding purpose of your study
- It is a clear, concise statement that explains what you want to achieve by the end of your research
- This keeps your project focused and helps guide your “do”, “say”, “make” methods and insights
- Consider:
 - **What is the problem or opportunity?** Describe the issue or area you want to explore. What challenges or gaps are you addressing? What other research are you building on?
 - **Who are you focusing on?** Identify the people or communities your research will centre around.
 - **What do you want to achieve?** Define what you hope to learn, discover or create as a result of your research.

Defining and refining your project aim

- To understand the challenges/experience/practices of **<topic>** for **<target group>** in **<context>** and to explore opportunities for digital technology design.
- Example: To **understand the self-care practices** of **university students** in an **educational context** and to **explore opportunities for digital technology design**.

Defining and refining your project aim

- Step 1: Identify key elements
 - Target audience: university students
 - Topic: self-care
 - Context: educational settings
 - Goal: understand practices and explore design opportunities
- Step 2: Narrow the focus
 - Target audience: university students > first-year university students adjusting to life on campus
 - Topic: self-care > barriers to maintaining consistent self-care practices
 - Context: education settings > during high-stress periods, such as coursework deadlines and exams
 - Goal: explore opportunities > identify technology design opportunities to support self-care practices

Defining and refining your project aim

- Step 3: Refine your aim

Broad Aim: To understand the self-care practices of university students in an educational context and to explore opportunities for digital technology design.

Refined Aim: To understand the barriers first-year university students face in maintaining consistent self-care practices during stressful periods and to explore opportunities for digital technology design to support these practices.

Defining and refining your aim

- Step 4: Reflect on the feasibility
 - Reflect on whether the refined aim is realistic given the constraints of your assignment

Search for relevant websites and peer-reviewed literature to refine your project aim

- Search within SIGCHI on the ACM's Digital Library to find literature from the field of Human-Computer Interaction
<https://dl.acm.org/sig/sigchi>
- Try a broad search on Google Scholar
<https://scholar.google.com.au/>

Activity 1:

Define and refine the aim of your project

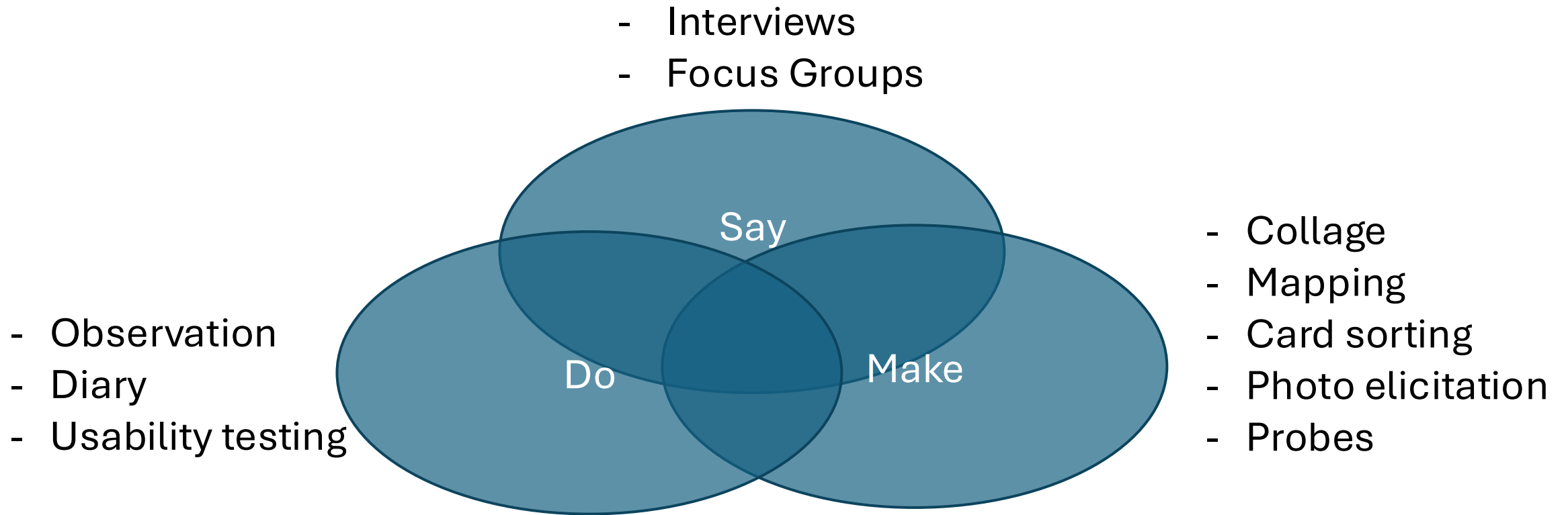
- Work in your teams
- Start by discussing your target audience, topic, context, technologies and goals for your initial project aim
- Then discuss how you can refine your research aim
- Write 1-2 sentences for each of the following:
 - 1) Aim of this project?** Describe the aim in your own words.
 - To understand the challenges/experience/practices of <topic> for <target group> in <context> and to explore opportunities for digital technology design.
 - 2) Why is this important?**
 - What is the specific opportunity or problem that you aim to explore?
 - [after this tutorial] Use the literature to describe the problem-opportunity space and its importance

[15min]

Linking project aims to “say”, “do”, and
“make” methods

Activity 2:

Discuss what “do”, ”say” and “make” methods could be useful for addressing your project aim



[7 min]

Combining “say”, “do”, and “make” methods

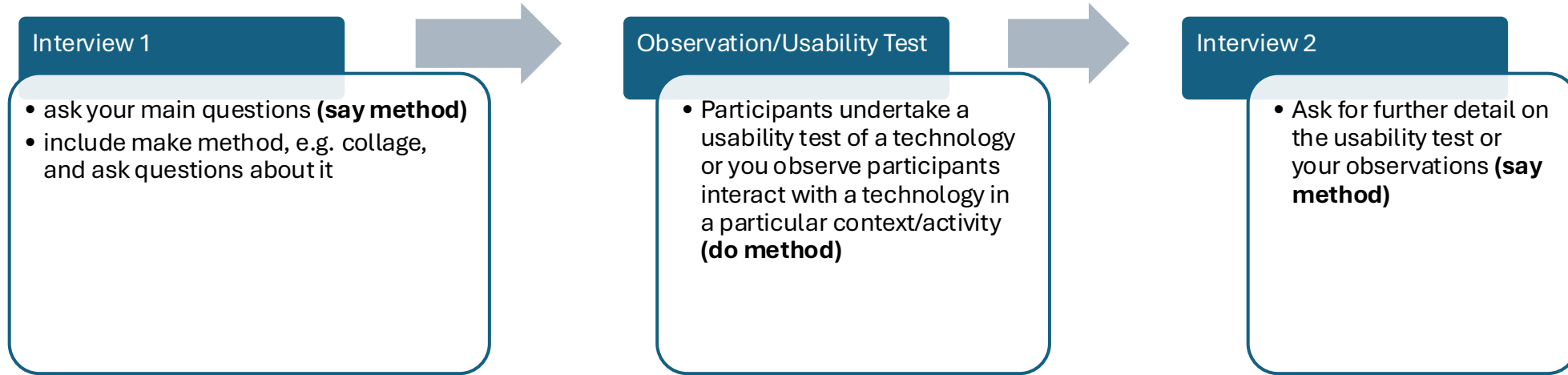
Combining Say, Do, and Make Methods

- Combine methods to gain different perspectives on your project aims
- Methods need to be designed to reflect your particular study setting. Not every method is suitable for every project or setting.
- Use interview questions (a “say” method) to follow-up on “do” & “make” methods

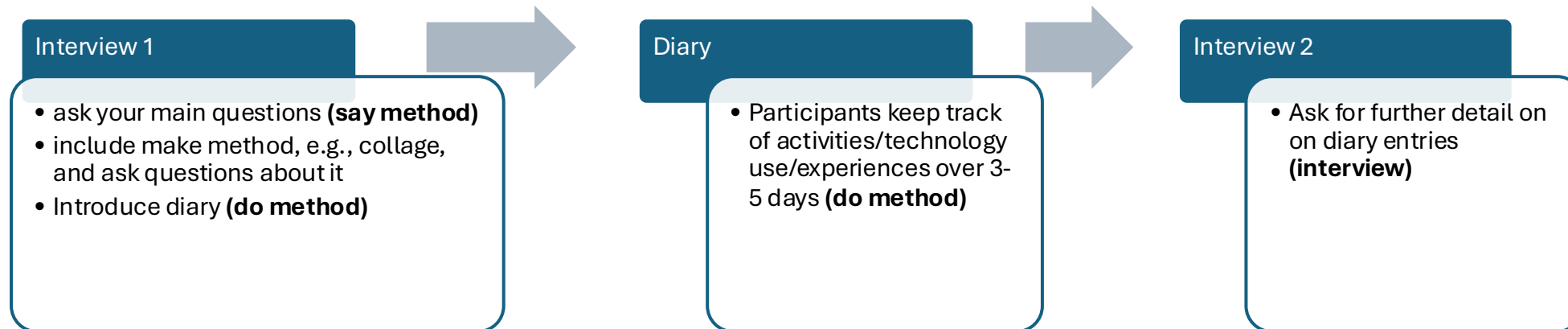
Activity 3:

Combining Say, Do, and Make Methods

Example 1



Example 2



[10 min]

Preparing an interview guide

Activity 4:

Prepare an Interview Guide

- Start from your research aim (not from the technology)
- Brainstorm interview questions
 - Open-ended
 - About past or present behaviour or experiences
 - Neutral
 - One idea per question!
- Structure the interview into sections (e.g., by topic)
- Aim for a 30-45min interview (approx. 10-20 main questions)

Activity 4:

Prepare an Interview Guide

- **Introduction:**

- Thank participant for agreeing to do the interview
- Introduce yourself
- Explain purpose of interview
- Go through participant information sheet and consent form
- Duration of interview

- **Background:**

- Goal: understand context
- How would you define x?
- Can you tell me about
- How long have you been doing/experiencing etc x?

- **Current practices:**

- Goal: understand what they do
- Walk me through the last time...
- What tools or methods do you use?
- Who else is involved?

- **Challenges/Pain Points:**

- Goal: uncover design opportunities
- What parts are most difficult?
- Can you describe a recent frustrating experience?
- How do you mitigate things going wrong?

- **Values and meaning:**

- Goal: understand motivations and priorities
- What is most important?
- What does a good experience look like?
- What would you change/not change?

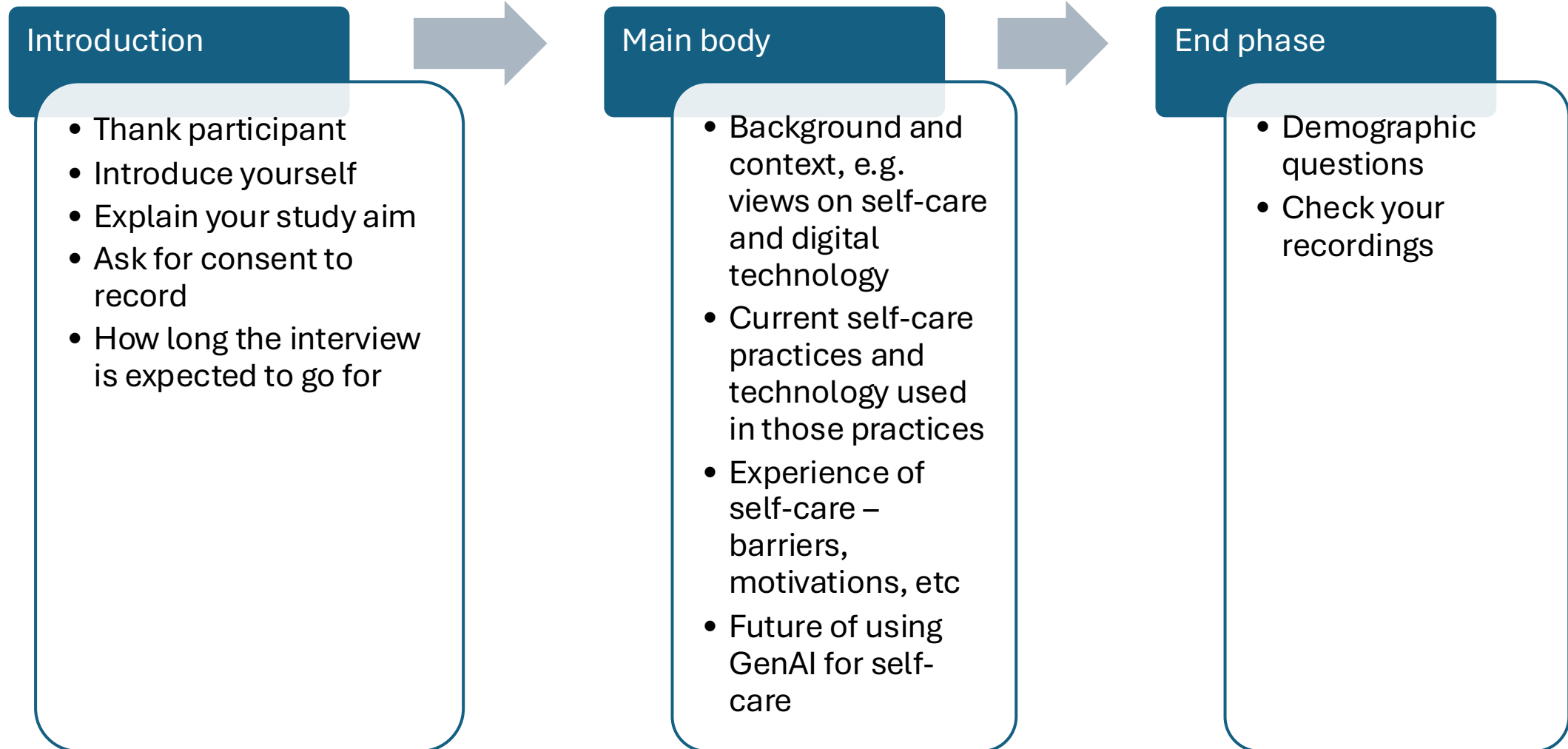
- **Reflection and future:**

- Goal: open up design space
- If you could change something, what would it be?

Example Interview Guide

Capel et al.: Studying self-care with Generative AI Tools : Lessons for Design

<https://dl.acm.org/doi/pdf/10.1145/3643834.3661614>



Next steps

Ethics

coursework steps

- All team members should individually [read the course ethics](#)
 - This outlines what types of study you can do, and what types of data collection are allowed.
- All team members individually complete the “***Data Protection for Research***” training asap ([find it on Learn](#))
 - Once completed, please [fill out this form](#) to confirm your completion of the training.
- All group members have to complete this training before the team can run any studies!

Let us know your study topics (if you haven't already done so)

- Once you have picked a topic, technology and potential question (or multiple), please fill out this form:
 - [HCI CW 1 - Topics & Technologies](#)
- Only one group member should do this on behalf of the group!
- Your topic and technology will need to be approved before you start.

Further define your project

- Refine your project aims & methods
- Start to work on your study materials, e.g.,
 - Interview guide
 - Participant information sheets & consent forms
 - Find templates on OpenCourse under [Assessment > Ethics](#)