The Human Factor (THF)

Week 4 Workshop: Piloting your Methods

Dr Tara Capel and Dr Uta Hinrichs

Week 4 Workshop Outline

- Activity 1: Provide your project pitch & progress on Miro
- Activity 2: Collect data
- Activity 3: Transcribe recordings

Planning your **Say** method

- **interviews, questionnaires, surveys**
- Preparation of interview guide

  - What is the aim of your project/research?
  - What might be the structure/sections of your interview?
  - What and what types of questions to include?
  - How long should the interview take? → 10-20 questions; 30-45 min

- Interview structure

  - Introduction
  - Background→ Understand context
  - Current practices → Understand what participants do
  - Challenges/Pain points → Uncover design opportunities
  - Values and meaning → Understand motivations & priorities
  - Reflection and future → Open up design space

Planning your Do method

- observation, usability test, diary

  - What is best suited for your project and why?

  - What is the aim of your method? Why is it relevant for your project?

  - What do you want to observe? Where will you observe?

- Preparation

  - What instructions will you give participants?
  - What questions or tasks will you provide in the method you chose?
  - What (follow-up) interview questions will you need to ask to elaborate on your observation, usability test, or diary?

- Logistics

  - Observations: When? Where? How long?
  - Diary: How will you deploy the diary? How many days? How will you track responses?
  - Usability test: How will you conduct the usability test? When? Where?

- Recording

  - Recording: how will you collect and record the do method?

Planning your Make method

- collage, mapping, photo elicitation, card sorting, probe
  - What is best suited for your project and why?
  - What do you want to learn from the method?

- Preparation
  - Instructions, materials, resources for participants
  - Are they engaging for participants?
  - Will you learn new things for your project?

- Logistics
  - What media do you and your participants need to use? E.g., pen & paper, Miro
  - When will the activity take place

- Recording
  - Recording: how will you collect and record the things made and the interview discussion?

Notes on group work

- All groups have been formed
- All groups have been matched with another group to act as participants
  - Group A will conduct user study with members of Group B as participants
  - Group B will conduct user study with members of Group A as participants
  - Acting as a participant will get you 5% of the course grade
- All groups have been assigned a mentor

- Check out Learn > Groups

Group 4 (Paired with Group 16, Mentor Sarah)
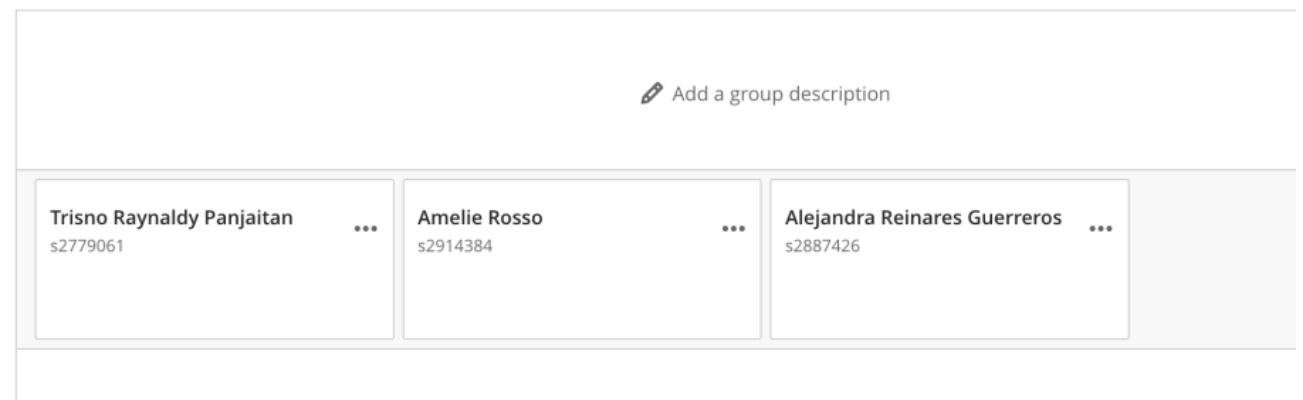
✎ Add a group description

| Trisno Raynaldy Panjaitan ··· | Amelie Rosso ··· | Alejandra Reinares Guerreros ··· |
| s2779061 | s2914384 | s2887426 |

Activity 1

Project pitch & progress

Group 1 Add the title of your project here
Add the names of group members here

Topic area

What is/are the general topic area(s) of your project?

Technology in Focus

Please briefly describe the technology your project focuses on and provide some images/figures below.

What problem/questions do you aim at addressing?

What methods will you apply as part of your project?

SAY Methods	DO Methods	MAKE Methods

What questions/challenges have you encountered so far?

Comments & Questions from the teaching team and class

Main contact tutor: Sarah Dunn

Activity 1

Project pitch & progress

- Follow the Miro invitation link OR
- Go to Learn > Groups, and check your group's mentor
- Enter your mentor's Miro board using the link below

Tara

https://miro.com/app/board/uXjVGFxWnX8=/?share_link_id=303641329390

Sarah

https://miro.com/app/board/uXjVGFwMSwc=/?share_link_id=519970412096

Uta

https://miro.com/app/board/uXjVGHckjoo=/?share_link_id=335706162111

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SAY Methods   DO Methods   MAKE Methods

...you encountered so far?

teaching team and class

Main contact tutor: Sarah Dunn

Tara

https://miro.com/app/board/uXjVGFxWnX8=/?share_link_id=303641329390

Sarah

https://miro.com/app/board/uXjVGFwMSwc=/?share_link_id=519970412096

Uta

https://miro.com/app/board/uXjVGHckjoo=/?share_link_id=335706162111

Activity 2:
Collect your data – pilot your methods

- Pilot your say, do, make methods, based on the materials you have prepared in the past 2 weeks

- For today, participants are the other members of your own group

- "Piloting" is helpful to:
    - Test the instructions/questions/procedure of your method works
    - Test if you get useful data, in line with the aims of your method and project
    - Test the flow of your study procedure
    - Test the study setup and data collection procedures
    - Help you practice conducting the study

Activity 3: Transcribe recordings

- Transcribe your recordings (you can use online tools!)

  - Some recording tools (e.g., Teams) already provide automatic transcripts
  - These can be a useful starting point, but you need to check their quality and apply manual edits/corrections
  - Producing high-quality transcripts can be tedious but really facilitates your data analysis!

- Anonymize transcripts by changing names to pseudonyms

- Anonymize any photos or images by blurring/covering faces that might be visible.

Any questions?