PDV

October 6, 2015

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Agenda

- Problem statement recap by team
- Team Updates on interviews
- What have you learned from interviews?
- Transcripts – has everyone submitted one???
- Reviewing the transcripts
- Affinity to get to persona
- Next steps
Team Updates

• How’s it going?
• Tell me the status of your problem statements.
• Have you determined those people you will interview?
• Have you a “play list” for the questions to be asked?
• Have you practiced your interviews?
• How are you storing & tracking gained information? How will you integrate it?
Why the interview?

- You interview to reveal the tacit aspects of the user’s work practice
  - Motivations, work around, strategies, structure
- Is the problem worth solving?
- Who has the problem?
- Who cares about the problem?
- What is the value of solving it?
- “Hey, I’m (your name) and I am working on a class project to help conference attendees connect and collaborate. Do you wish it was easier to connect and share ideas with others like you?” Smile.
- “Yes, awesome. Tell me what you think.”
- Listen
What will you learn from interviews?

• Consistent confirmation of your identified problem
• Multiple perspectives of your problem
• Mixed reactions to your problem
• Lack of interest to your stated problem
Team discussions of interviews

- Validation of problem – does the problem really exist?
- Is the problem commonly experienced?
- How painful is the problem and in what way?
- Were there problems you didn’t anticipate?
- Should you update your questions? Add new, scrap useless...
- Are the interviewees the right targets?
- Are you developing a persona as a result of interviewing?
- Identify new problems that might be more opportunistic
- Do you need to adjust your problem statement?
Transcripts of Interviews

- Transcripts
  - Done within 48 hours
  - Discussed with teammates
  - Did you capture a flow of the task in description of problem?

- Watch for key phrases
  - “I always struggle with...”; “Here’s where the real problem occurs...”
  - “Here’s how I get around the problem...”

- Watch for multiple constructive perspectives
  - Are they different perspectives of the same problem?
  - Create affinity diagrams
  - Identify the “type” or persona
  - Are there any “hot ideas”?

- Watch for mixed reactions
  - Is your problem a subset of a larger problem or adjacent ones?
  - Are you slightly off target?
Grading Rubric for Transcript

1. Is the transcript easy to read, well-organized, formatted?

2. Does the transcript capture the context and content of the interviewee’s perspective on the problems encountered in accomplishing the relevant activity?

3. Does the transcript identify the relevant issues to be addressed?

4. Does the transcript enable the ability to create personas and scenarios using information gained?

5. Does the transcript include helpful, direct quotes?

6. Does the transcript employ good use of English?
Sample Transcript

Dual Protect Interview Transcript - DPI #003

Richard Smith, Team Dual Protect
Software Product Definition - Fall 201x
Carnegie Mellon University, Silicon Valley

Interview Details
Date: September 11, 201x
Time: 1:00 PDT - 2:00 PDT
Media: In-Person Interview
Interviewers: Richard Smith

Interviewee Profile
Name: Laura Guilbert
Role: Director at PricewaterhouseCooper (PwC)
Tentative Persona: Cautious Credit Card Consumer

Interview Transcript

Introduction
Laura Guilbert is a Director at PwC who specializes in Data Privacy. She has been involved in data breaches that cost companies hundreds of millions of dollars. She also advises companies on policies and procedures required to protect personal identifiable information and payment card data. She is a mother of two, early 40s, and is a cautious consumer.

Interview Context
Our hypothesis is that you consumers distrust banks and feel unsafe using their credit cards to pay for things. We are meeting with some consumers who are aware of how the internals of credit cards work to test our hypothesis.

Key Takeaways
- “Concerned with privacy and security but will sacrifice this for convenience”
- Key value add for credit cards is not the ability to pay for something later but the expense tracking

Transcription
C2: When was the last time you paid for something and with what?

I went to my office and had to use a credit card to pay for parking at the gate

C14: Was there any problems with using your credit card?
“I didn’t get a receipt.”
Review & Revisit as a Team

- Use post-it notes or equivalent (on-line systems) for affinity
  - Write up key thoughts from each interview
  - Different colors of post-its add to clarity
  - Group into affinity areas (base-problem, new ideas, task flow, etc)
- New problems the customer brought to the discussion
- Prioritize the problems
- How does the customer solve the problem today?
- How common are the problems among the interviewees?
- Do you need to adjust your problem statement?
- Should you pivot or persevere?
Affinity Diagrams and Hot Ideas
And... Hot Ideas
Evaluate the Hot Ideas...
Next Steps

• Focus on the most promising ideas
• Refine interview questions based on responses and team’s discussion
• Identify new or different interviewees
• Go back to interviewees for clarification
• Be prepared to make changes based on what you heard
• Have a plan on how you will track and retain information gained from interviews?
• You will create personas and scenarios from your interview transcripts – did you capture a work flow, did you capture direct quotes, did you capture problem environment, etc.?