Analyzing the Contextual Inquiry Interview

- Analysis occurs during and after the interview

During the Interview the Interviewer:

- works together with the user to build a shared understanding of the user's work practices
- asks questions during the interview
- invites comments and design ideas from the user
- takes all of the user suggestions, even if they seem impossible or impractical

After the Interview:

- the interviewer transcribes the interview (ASAP after the interview)
- typed transcripts are easier for team members to work with (rather than scribbled notes, audio or video tapes)
- team analysis of the interview transcripts either by coding the transcript of by building an Affinity Diagram

Team Analysis Meeting

- During the team analysis of the interview transcript each team member has a role

Meeting Roles

informant - tells the story of the interview

recorder - captures important issues on post-it notes as the informant tells the interview story

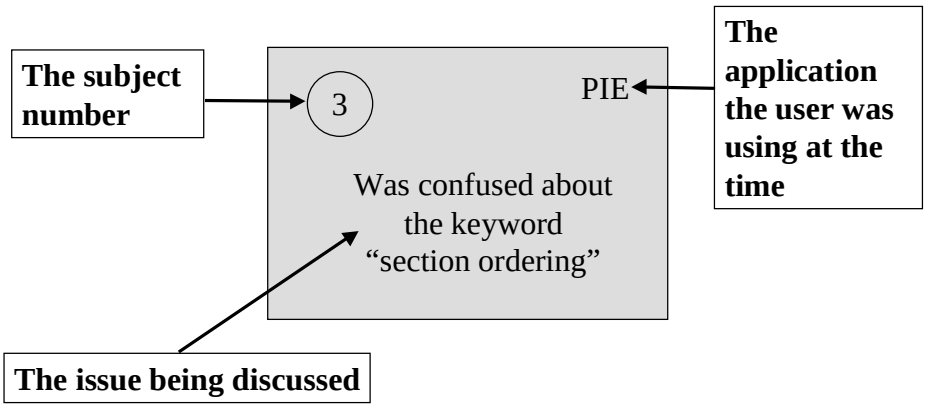
participants - helps clarify the story, identifies significant issues, and generates design suggestions

Post-its: A Software Engineering Tool

What is Recorded on the Post-its?

- Description of users' work
- Flow or structure of the work
- Problems in users' work (e.g. interruptions to work flow)
- Problems with the computer tools (e.g. software bugs)
- Design ideas that emerge from the interviews
- Questions for future interviews

Sample Post-it Note From the PIE Evaluation Project



Building the Affinity Diagram

- post-it notes are divided up between group members
- on a large, cleared space, the post-it notes are organized
- group works in parallel
- notes are put together if they addressed the same issue
- any group member can move a note if a more appropriate category is found
- team tries to keep categories cohesive
- if category is too large (more than 5 or 6 notes), it is split up

Organizing the Post-its

- once categories settle, category names are written on a different coloured Post-it and placed above the category (1st-level categories)
- 1st-level categories are analyzed and then 2nd-level categories are determined
- 1st-level categories are then re-arranged on the wall under the 2nd-level category Post-its
- if necessary the 2nd-level categories can further be grouped into 3rd-level categories

"Walking the Wall"

- the headings of the completed Affinity Diagram represent domains of work and design areas for the system
- the design team walks along the Affinity Diagram and picks out design ideas (the Post-its get marked "DI")
- missing information is noted and the team will try to get the information during future contact with the users