

More detailed guidelines from the Living Lab Methodology Book



Appreciating Opportunities

Cycle 2, Phase 1
Cycle 3, Phase 1

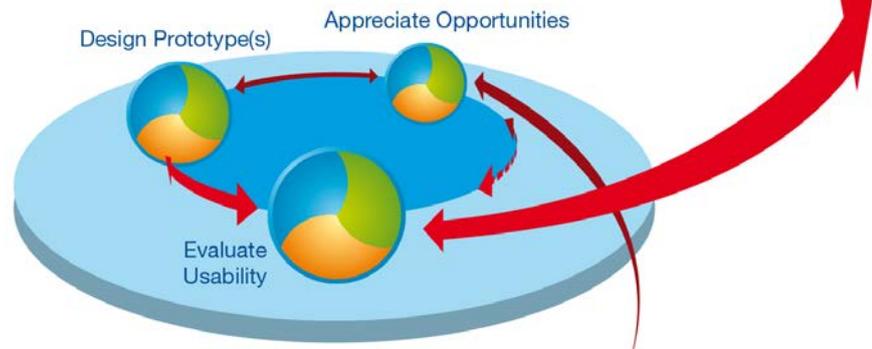
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Checklist for the Discover Needs IN Phase

The focus in this phase here is to find what needs etc, users have in the systems we are aiming to design. This means that we want to find the basis for the design of the systems interface, and its functionality. The overall purpose is to collect sufficient, relevant, and proper data so that stable requirements can be produced. You already have a picture of the requirements, but not enough. They need to be expanded, clarified and confirmed.

PROTOTYPE DESIGN



During this process it is important to keep the five key principles in mind and to consider how, for example, **value** can be created for the users, how the users can **influence** the process, how **sustainability** take form, how openness should take form, and how the process should be designed to capture as **realistic** situation as possible in this phase.

In this phase the following issues and questions needs to be managed and decided.

- Make sure that representatives from the development team are involved in this phase to ensure that the user data is considered in the final design.
- What is the purpose of the system? What situation does it aim to contribute to?

- In which physical context is it planned to be implemented?

- In which social context is it planned to be implemented?

- In which technical context is it planned to be implemented?

- In which organisational context is it planned to be implemented?

- Who are the target users? Who could, or should, have an interest in the system? Who would not have any interest?

- Where can you find users to recruit? How can you recruit them? Then recruit them.

- Decide which data-collection methods to use.

- Task analysis
- Interviews
- Focus-Group Interviews
- Telephone interviews
- Observations
- Questionnaires
- On-line questionnaires
- Diaries
- Other method.....

- Decide how to record the data

- Camera
- Notes
- Video
- Audio
- Other.....

- Decide level of structure for the data-collection
 - Structured
 - Semi-structured
 - Unstructured

- Develop data-collection support
 - Interview questions
 - Observation schemes
 - Questionnaires
 - Other support.....

- If you develop questions focus on stimulating users to tell rich stories about **what has been, what is, what might be, from a positive perspective**. In this work, do not forget “why” questions since these reveal users underlying motives.

- Develop Questions of different character

<i>Opening Questions</i>	These are questions about facts, of non sensitive character to get the participants “warm”, and at ease in order to make them feel comfortable. Every participant should answer them. The focus for the questions are what is
<i>Introductory question areas</i>	Introduce the focus for the interview and give the participant the opportunity to talk about their experiences in relation to the situation being discussed. Here the focus should be on what has been and what is
<i>Intermediate question areas</i>	These questions go deeper into the situation in focus aiming to help the participant go deeper into their experiences and to see it from a broader perspective. Focus on what is discussions and manoeuvre them towards what might be
<i>Key discussion area</i>	This area is most important, aim to really evoke storytelling among the participants and spend more time discussing them than the previous questions. These should be asked when the half interview has passed. Focus on what might be questions.
<i>Concluding questions</i>	Here the moderator gives the participants the opportunity to express their final position and reflect on the discussion. The moderator should also sum up the discussions.
<i>Closing question:</i>	Is there something we have missed to discuss?

Example of questions are:

- Describe a typical day from morning till evening. What happens in the morning? What do you do first? What happens next? Etc.
- Have your work process been changed recently? Why? How did it look before?
- Do your work tasks differ between different days? Why does it look that way?
- What do you value most with your work? Why is that most valuable?
- If you could dream freely, how would you like your work day to look? Why would you like it to be that way?

Carry out the data-collection session

- Transcribe the interviews; decide on what level the interviews needs to be transcribed.
- Analyse the interviews:
 1. Let the material show you patterns and themes
 2. Categorise the data into (if expressed):
 - **Needs** (explaining **why** a user have a need OF something, look for critical incidents)
 - **Values** (explaining what the system cannot go against and what is should aim to enhance)
 - **Functional requirements** (explaining **what** the final solution must do, i.e. needs IN the service)
 - **Data requirements** (explaining the type, size/amount, persistence, accuracy and value of the required data)
 - **Environmental requirements** (refers to the circumstances in which the system will operate, i.e physical, social, technical and organisational context)
 - **User characteristics** (key attributes of the target user group)
 - **Usability Goals**
 - **User Experience goals**
- Present the findings to the design-team
 - Methods that can be used to support this process are:
 - Use cases
 - Scenarios
 - Personas
 - Summarize the finding with anecdotes, quotations, pictures, video-clips.
NOTE, it is important that your justification reflects the data.

