More detailed guidelines from the Living Lab Methodology Book

Appreciating Opportunities

Cycle 1, Phase 1

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Checklist for the Discover Needs OF Phase

CONCEPT DESIGN

The aim of this phase is to gain insights into what needs users might have **of** support from technology in the situation that the projects strives to contribute to. This process can be combined with the evaluation phase in later stages in the innovation process, but at the start of the project it is crucial that this process is a separate process to ensure that user needs is the driving force of the development of the design throughout the whole innovation process. We suggest using focus-group interviews as method for data-collection since they are easy and effective.
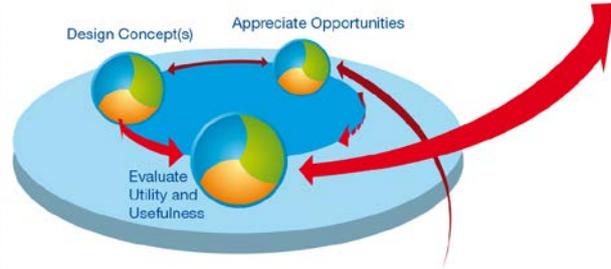
During this process it is important to keep the five key principles in mind and to consider how, for example, **value** can be created for the users, how the users can **influence** the process, how **sustainability** take form, how openness should take form, and how the process should be designed to capture as **realistic** situation as possible in this phase.

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

- What is the accommodated purpose of the study within the project team?

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- What is the aim of the study? What situation does the project aim to contribute to?

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- What is the target user group? Who could, or should, have an interest in the issues being discussed? Who would not have any interest?

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- Where can you find users to recruit? Aim for at least three groups consisting of four to seven users and strive to find established groups due to the difficulty of finding time and place for the interview.

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- What kind of stimuli material should be used during the focus-group interviews? Aim to use different kinds of stimuli such as films, mock-ups, scenarios, visual narratives, etc.

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    1. Is there any development needed? Who can develop the stimuli, and how should it be used during the focus-group interview?

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    2. How can the stimuli material influence the discussions in the group?

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- Develop question areas focusing 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. If the focus for the interview is of sensitive character, consider method usage. Do not forget to ask questions about what the user value in their situation.

- Develop questions of different character ,
  1. *Opening questions*, 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**
  2. *Introductory question areas*: 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**
  3. *Intermediate question areas*: 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**

4 *Key discussion area*: 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.

5 *Concluding questions*: 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.

6 *Closing question*: The moderator should ask: Is there something we have missed to discuss?

Example of questions are:

> • <u>Describe a typical day from morning till evening.</u> 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 is 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?

• Where should the focus-groups be carried out? Aim for a room with a round table and with recording devices, both video and sound if possible.

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Carry out the focus-groups

Before the session, place the recording equipment and make sure that it is functioning.

• The focus-group process can be designed in five phases, Introduction, beginning, intermediation, kernel and closure:

  o Introduction:

    ▪ Give a brief presentation of yourself, the project and the aim with the focus-group

    ▪ Introduce what a focus-group interview is (Wibeck 2000);

      • why a focus group

      • how a focus-group session is carried out

      • what and how the data from the focus-group will be used in the forthcoming work

- issues that are important to think about as a participant in the focus-group

- how long the interview will take

- introduce project partners, co-moderators etc

- explain that it is the participants that are supposed to discuss with each others and not with the moderator

- clarify that the purpose it is not to find true or false answers; it is different perspectives of the phenomenon we are interested in

- state that even if it is a discussion, is it important to try not to interrupt each other, or that two or more talk at the same time, i.e. try to talk one at the time

- describe ethical issues; you will record the interview, the data will be used in the projects, but also in research, the respondents will be anonymous and all data will be handled confidentially, their participation is based on their free will and they can at any time chose to quit

  o Beginning

  - Presentation of all participants

  - Opening questions

  - Introductory questions

  o Intermediation

  - Intermediate questions

  - Use stimuli material; for example scenarios

  o Kernel

  - Key questions; discuss the stimuli in relation to the focus

  - Present more focused stimuli, for example, visual narratives, mock-ups etc.

  o Closure

  - Concluding questions

  - Summarize the discussion

  - Closing questions

  - Thank the participants for their co-operation

- Transcribe the interviews; decide on what level the interviews needs to be transcribed.

- Analyse the interviews openly first to let the material show you patterns, thereafter analyse the interview searching for **needs** (explaining **why** a user have a need OF something), **requirements** (explaining **what** the final solution must do, i.e. needs IN the service), **values** (explaining what the system cannot go against and what is should aim to enhance), and **suggested solution** (aim to gain understanding for the underlying reasons for wanting the solution). To support the second phase of the analysis, Reiss´ (Reiss 2004) framework of psychological motivators can be used, see below.

- Present the findings to the design-team:

    o Use storytelling, visual narratives, scenarios or,
    o Summarize the finding with anecdotes, quotations, pictures, video-clips. NOTE, it is important that your justification reflects the data.

An example of how the analysis with Reiss motivators can be supported is given below (Ståhlbröst and Bergvall-Kåreborn 2007)

In relation to one discussion about the experiences of getting in contact with local government and authorities they said.

 "You do not know who to contact, or where to turn, and when you reach someone you usually get the response 'No, it is not me you should talk to, wait and I will connect you'. Often this pattern is repeated so after a while you just give up. "

This statement reflects a problem or frustration, not a clearly started need. In our analyses we chose to relate it to the motivator saving since it represent a tedious and time consuming process, instead of a smooth and time efficient one.

This statement resulted in the requirement on a future solution to develop a search engine suitable for municipality web-pages making it possible to find the right person dependent on her/his competence, knowledge and responsibility area.