



BNAI MIS 3504  
Digital Design and  
Innovation Studio

RESEARCHING YOUR PROJECT +  
INTERVIEWING SKILLS

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Photo: Installation by Jenny Holzer, US Pavilion, Venice Biennale 1990

What does  
*elicitation* mean



How does a BA  
*elicit* requirements



## HOW BA's Elicit Requirements

- Describe these elicitation techniques and how you would use them:
  1. Reviewing existing documentation
  2. Observation
  3. Interviews
  4. Surveys and questionnaires
  5. Facilitated sessions
  6. Focus groups
  7. Competitive analysis
  8. Interface analysis

## More Methods

- **Observation**
  - Fly on the wall
  - Contextual
  - Shadowing
  - Secret agent
- **Interviews**
  - Directed storytelling
  - Unfocus group
  - Role playing
  - Extreme user
  - Purse or backpack tour
- **Activities**
  - Collaging
  - Modelling
  - Draw your experience
- **Self-reporting**
  - Journals
  - Beeper study

## Saffer's Advice on Doing Design Research

- 1. You go to them**
- 2. You talk to them**
- 3. You write stuff down**

What's so hard about that, seems like common sense?

## YOU GO TO THEM

Discussion: **Trust & Observing**

Why do you need  
to build trust



## YOU TALK TO THEM

Discussion: **Interviewing**

### Definition of *INTERVIEW*

1: a formal consultation usually to evaluate qualifications (as of a prospective student or employee)

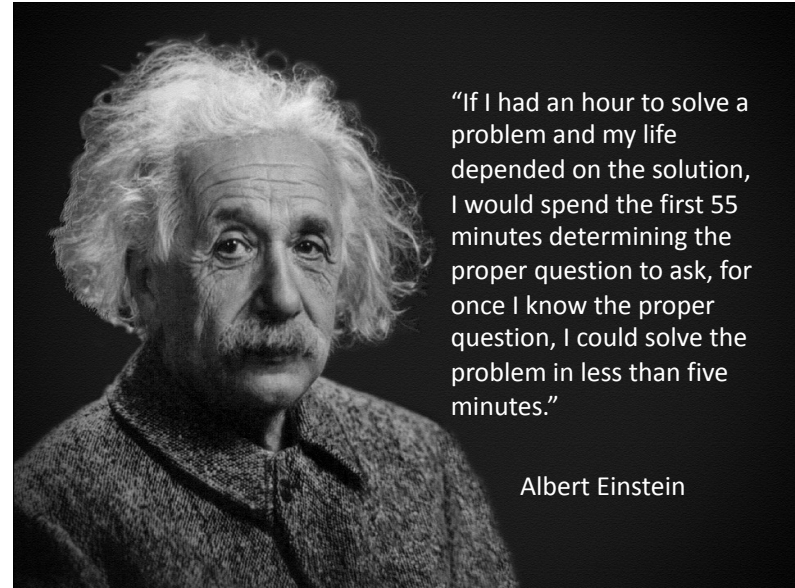
2a : a meeting at which **information is obtained** (as by a reporter, television commentator, or pollster) from a person

<http://www.merriam-webster.com/dictionary/interview>

Know your **audience**

Points of **view**

What are you  
*listening/looking* for



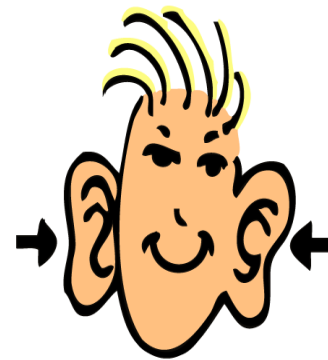
“If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes.”

Albert Einstein

## Interviewing

- Prepare questions in advance
  - What do you want to know?
  - Who is best able to tell you?
    - Executives – Can usually tell you why?
    - Managers – Can usually tell who? where? And what?
    - Workers – Are usually the only ones who can tell you how?
- Ask open ended questions
- Ask follow-up questions using the “reflect” technique

## Active Listening



“ The reason why we have two ears and only one mouth is that we may listen the more and talk the less. ”

— Zeno of Citium

## What does it take to listen **actively**?

1. Pay Attention
2. Show that you are listening.
3. Provide feedback.
4. Defer judgment.
5. Respond Appropriately

## Socrates was good at follow-up questions

|                                       |   |
|---------------------------------------|---|
| Clarification                         | What do you mean by ____?<br>Could you put that another way?<br>Can you give me an examples?            |
| Probing Assumptions                   | What are you assuming?<br>How did you choose those assumptions?<br>What could we assume instead?        |
| Probing Reasons and Evidence          | How do you know?<br>Why do you think that is true?<br>What would change your mind?                      |
| Viewpoint and Perspectives            | What are you implying by that?<br>What effect would that have?<br>What is an alternative?               |
| Probing Implications and Consequences | How can we find out?<br>Why is this issue important?<br>What generalizations can you make?              |
| Questions about Questions             | What does that mean?<br>What was the point of this question?<br>Why do you think I asked this question? |

[http://www.1000advices.com/guru/communication\\_questions\\_socratic.html](http://www.1000advices.com/guru/communication_questions_socratic.html)

## YOU WRITE STUFF DOWN

Discussion: **Taking Notes**

HOW do you take  
notes



