

Collecting Data I — Interview Exercise

Week 4 · In-class Activity

Instructions

1. Find your assigned scenario using your student ID number:

ODD Student ID → Scenario A

EVEN Student ID → Scenario B

2. Read your scenario carefully. You are designing an interview to understand user experiences with the product described.
3. Write 8 interview questions in the response grid. Your questions must include:
 - At least 3 open-ended questions
 - At least 1 probing follow-up question (e.g. 'Can you tell me more about that?')
 - At least 1 closed question (used strategically, not as a default)
4. For each question, label the type (Open / Closed / Probing) and write a brief rationale — why did you choose to ask it this way?
5. **You have 45 minutes. You will then pair with a student on the other scenario and conduct a 10-minute practice interview.**
6. After your interview session, discuss with your paired student what you thought of their interview questions and suggest improvements, if any.

Scenario A (Odd Student IDs)

WardWatch — A Digital Handover Tool for NHS Hospital Staff

Background

WardWatch is a tablet-based application designed to replace paper-based patient handover sheets in NHS hospital wards. During a shift handover, nurses and junior doctors pass critical patient information — current condition, medications, outstanding tasks, and risk flags — to the incoming team. This process has historically relied on handwritten notes, printed summaries, and verbal communication, which can result in information being missed, misread, or lost.

What WardWatch does

The app presents a live, structured summary of each patient on the ward, organised by bed. Staff can annotate tasks as complete, flag patients as high-risk, add free-text notes, and mark themselves as the responsible clinician. Handover is concluded by digitally 'signing off' the shift, which logs the time and name of the outgoing and incoming clinician.

Who uses it

Primary users: ward nurses (Band 5 and Band 6) and Foundation Year doctors. Secondary users: ward managers and consultants who view read-only summaries. Many staff are accustomed to paper and

were given only a brief 20-minute training session before the system went live across two wards as a pilot.

Known tensions

Informal feedback from ward managers suggests some staff continue to maintain parallel paper notes 'just in case', that the free-text field is rarely used, and that the sign-off step is frequently forgotten during busy periods. There is also uncertainty about what happens when a tablet goes missing or the Wi-Fi drops during handover.

Product	WardWatch — digital patient handover tablet application
Setting	NHS acute hospital ward (A&E and surgical pilot sites)
Target user	Band 5/6 nurses and Foundation Year doctors
Interview goal	Understand how staff experience the handover process with WardWatch compared to previous paper-based practice, and identify usability barriers
Double Diamond phase	Discover / Define — understanding real-world use before redesign

Interview focus areas to consider:

Daily workflow and how handover fits into it · Confidence in the system · Workarounds and parallel practices · Training adequacy · Emotional experience during high-pressure handover moments · Breakdown scenarios (Wi-Fi loss, missing tablet) · What 'good handover' looks like to them personally

Scenario B (Even Student IDs)

ShiftSmart — A Rota & Shift Management App for Retail Workers

Background

ShiftSmart is a mobile application introduced by a national retail chain to replace paper rota boards and group WhatsApp chats as the primary way of communicating staff shift schedules. The app allows store managers to publish weekly rotas, send shift change requests, and message staff directly. Workers can view their upcoming shifts, request time off, swap shifts with colleagues, and confirm their attendance — all within the app.

What ShiftSmart does

Managers access a desktop version to build and publish rotas using a drag-and-drop calendar interface. Staff access a mobile-only version. When a rota is published or a shift changes, push notifications are sent to affected staff. The app also includes a messaging function for team announcements and a digital time-off request form that replaces previous paper-based requests submitted to the manager in person.

Who uses it

Primary users: part-time retail staff (18–35, but significant uptake among older workers too) and store managers. Many workers are on zero-hours or variable-hours contracts, making rota clarity especially important. A significant proportion rely on the rota information to arrange childcare, second jobs, and travel — getting the schedule wrong has real personal consequences.

Known tensions

Staff feedback gathered informally by HR includes complaints that push notifications are unreliable, that the shift-swap feature requires approval steps that can take days, and that older workers in particular find the interface confusing. Some managers report that staff still prefer to ask in person rather than use the app, and that the time-off request function is underused because staff do not trust it will be seen promptly.

Product	ShiftSmart — mobile rota and shift management application
Setting	National retail chain stores (multiple locations)
Target user	Part-time retail staff and store managers
Interview goal	Understand how staff experience rota management with ShiftSmart, what workarounds they use, and what personal impact poor shift communication has on their lives
Double Diamond phase	Discover / Define — understanding lived experience before redesign

Interview focus areas to consider:

Daily reliance on rota information · Trust in the app vs. verbal confirmation · Impact of shift errors on personal life · Notification reliability · Shift swap experience · Differences across age groups or contract types · What an 'ideal' rota communication system would look like to them

Response Grid — Scenario A (WardWatch)

Name: _____ Student ID: _____

#	Your Question	Question Type	Rationale — why this type?
1		Open / Closed / Probing	
2		Open / Closed / Probing	
3		Open / Closed / Probing	
4		Open / Closed / Probing	
5		Open / Closed / Probing	
6		Open / Closed / Probing	
7		Open / Closed / Probing	
8		Open / Closed / Probing	

Reflection prompt:

After writing your questions, review them as a set. Do you have a logical opening question? Do you move from broad to specific? Would the order feel natural in conversation?

Response Grid — Scenario B (ShiftSmart)

Name: _____ Student ID: _____

#	Your Question	Question Type	Rationale — why this type?
1		Open / Closed / Probing	
2		Open / Closed / Probing	
3		Open / Closed / Probing	
4		Open / Closed / Probing	
5		Open / Closed / Probing	
6		Open / Closed / Probing	
7		Open / Closed / Probing	
8		Open / Closed / Probing	

Reflection prompt:

After writing your questions, review them as a set. Do you have a logical opening question? Do you move from broad to specific? Would the order feel natural in conversation?