

Case C

Participant: Designer 5 (P)

Facilitator: Xiao Zhang (R)

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R: #00:01:16-7# Hello, Bryan

P: #00:01:18-4# Hello, Hi

R: #00:01:23-3# so how are you?

P: #00:01:25-1# I am good, how are you?

R: #00:01:25-8# I am good, sorry for bothering you.

P: #00:01:33-7# that's good, it's ok, I am on the bus, so.

R: #00:01:38-0# ok, so can I ask the question now?

P: #00:01:44-1# sure

R: #00:01:44-6# ok, so the first question is, how did you make the design decision about doing the [the name of the product] project?

P: #00:01:58-4# to do the project?

R: #00:02:01-1# yeah, to do the project, how did you make the decision that, ok, we should solve the problem of sharing this.

P: #00:02:10-9# uh, well I think we just, we observe usually draw on low cost, where people were present something and then sharing that thing kinda low cost, and the things that are happening in the browser, but it doesn't have the same kinda ease of use. So I mean it's kind of test it out like very quickly of how people share links in the browser and **civilization?** happening, then when we saw the yeah, like the price is a little complicated than what **we even differently....**we figure that there will be some kind of, or something there, I guess.

R: #00:02:56-8# ok, so the process just like, you see the problem from your own experience, you mother's experience, and then you observe other people.

P: #00:03:11-0# right, yeah, we are like, we noticed the trend in, there is like the mobile phone form factor, probably made people to mandate totally differently, and we assume that like, people are getting the same stuff in a browser, so we ran a quick test to see when people were doing that. And then, yeah, when we saw there are a lot of variations between like copying and pasting, opening a new tab, and all the activities based to make sure like in a browser. We figured that the opportunity would be something there.

R: #00:03:42-9# yeah, ok, so how did you communicate this decision that is, ok, this is another project to [the name of Designer 6] and the developers?

P: #00:04:06-9# uh, well, with the user study, you have like a kinda data to show people, like and you point out like there is where...the point is this...and then when we talk to like the team of people about like how they do that action, like how they perform a share, like that, everybody will have a little bit of different method. And then I will **for sure like different stones** how they do it, and then from there, people were like **tend to accept that**, and they would do something inside the browser, because there would be fairly easy to do, like a simple, strict, so, yeah, from there, it would asking people, so I have gave like a week of time to prototype something.

R: #00:04:55-6# so, can you give some comments on designer's use of their personal experience in the design practice?

P: #00:05:20-3# I guess I don't understand the question.

R: #00:05:20-4# ok, the question is, because I want to know your idea and your opinion about, for our interview, we were talking a lot about how you use your personal experience, like your experience of prototyping in the [the name of the product] project. So I want to know your idea about.. this is a general question, that is your view and your opinion about designer's use of their personal experience in their design.

P: #00:06:17-1# I think, my personal experience using my design perhaps, so the question would...I am not sure what the question is about.

R: #00:06:40-5# I think this question is not about you...can you hear me? sorry, I cannot hear you...so the question is how do you think designers apply their personal life experience to their design projects?

P: #00:09:15-5# so, it's about designers in general applying their personal experience? uh, well, I guess that kind of expects to happen naturally I suppose. because this is a good question, I guess I wonder was, I know a lot of designers against to do that, so I am not sure, but it's a good question I guess. but I don't have good answer.

R: #00:09:57-0# no problem, I think this is just like some comments.

P: #00:10:03-0# ok, uh,

R: #00:10:10-0# I just want to know your attitude or your opinion about this, because designer use their personal life experience in design that is subjective, but most HCI that is, they adopt an objective perspective. So I just want to know your comments about it.

P: #00:10:48-2# uh, yeah, I guess the thing that I do, something and most designers do as well is not to **trust like their gusts** all the time, I don't know if I **am getting talked by someone**, that always buying some kind of assumption is that, whatever **designer should exp is** initially are kind of like the tip of the iceberg or something like that. **that's what most people are facing**.

R: #00:11:30-3# yeah, I know in our first interview, you said you never trust your personal experience, so that's the reason why you do the informal survey to see how people sharing their stuff. So because you said that, so I just want to know why you say you never trust your personal experience?

P: #00:11:59-4# uh, it's, I don't know what you mean, it's just because when you start diving into a level, and you realize like the balance of it, and you just recalling those things, that's like why I didn't like other program, but I often really separate activities of programming and designing because if I either programming something, like programming, and you are really caught up with a string of code or things like that instead of like solving the problem.....and you are trying to figure out what people would actually want something, but I guess that I ... I don't know what a programmer, so we just like, and I worked with to.yeah, they are like they constraint what we were doing by what sent to our code or something like that. things that you know, and as a designer, you are often looking at it from just the user's perspective, or the pure problem and I am holding a lot of kind of just technical constraints. So I guess it probably comes out of that, and just....

R: #00:13:26-9# ok, and the last one, because you said, different designers in the group, they have different interests in the same project. so, and also, you talk a lot about, so the programmers, they are interest in technical things. So for the [the name of the product] project, what's your interests in of this project, the user, the human side of something?

P: #00:13:57-6# uh, yeah, I think, for [the name of the product], it was definitely trying to do like an emotional design or.....of an emotional feeling of users, after, we went along for a little while, and been harshly discovering something we did by accident and we didn't notice right away, but then I started email, starting within [the name of the company], we are like saying, I really like this....all the things are not working, what's going on? and then that, we got basically connection to another people who were in what we talk about, and they said that they really like share and actually sharing more probably by... and as a simplifying end, the user said it's easy to try to make profile, and they say it's kinda nice for a person to do a lot of things...to kinda of creative and kinda fun dealing to like a project....take a project home with like technical pieces...and certainly people like to talk about them, if you wana a product to kinda succeed, that will be boring if I just talking about it, oh it's really cool, you should try [the name of the product]. uh, right, if you like, mostly just like, I don't think that.....the [the name of the product] project...

R: #00:16:06-8# ok, so do you know what [the name of Designer 6]'s interests in [the name of the product]?

P: #00:16:18-1# uh, his interests?

R: #00:16:19-3# yeah, is he interested in the technical side?or the human side?or the visual side interface design?

P: #00:16:30-6# for?

R: #00:16:32-5# for [the name of Designer 6].

P: #00:16:32-5# [the name of Designer 6]

R: #00:16:32-5# Yeah, yeah

P: #00:16:34-5# uh, I think he would be interested like a similar kinda like ease of use. He is totally like interested in like kinda simplifying things that he really wanted to take

away all the options of like all it's like a one button, it's ...like it can goes the..like the things that you want to like.....you know, like how do we make it so easy that's like people just like to click this button to be like, oh, done. But like....So, I guess like amake it emotional but also like very clean simplified, so.....there are a lot of more options available for a lot of things, but there is like.....they will be like, oh, you can..priorize message here, or you like sharing or ...talk a little sharing that we have to like figure out how to show in an interface, but yeah, I mean, that's really insight because they really wanted this rich clean looking, simple piece, you know like.. and for him, deliver this much better experience for people

R: #00:18:13-8# I don't have other questions