

Interview Methods of Understanding Customer's Work Style

April, 2008

Abstract

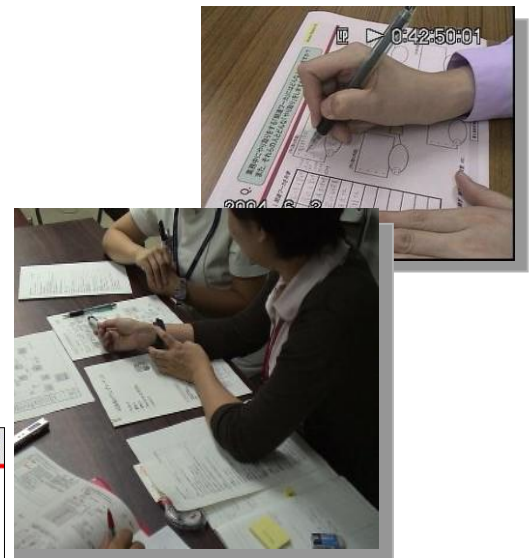
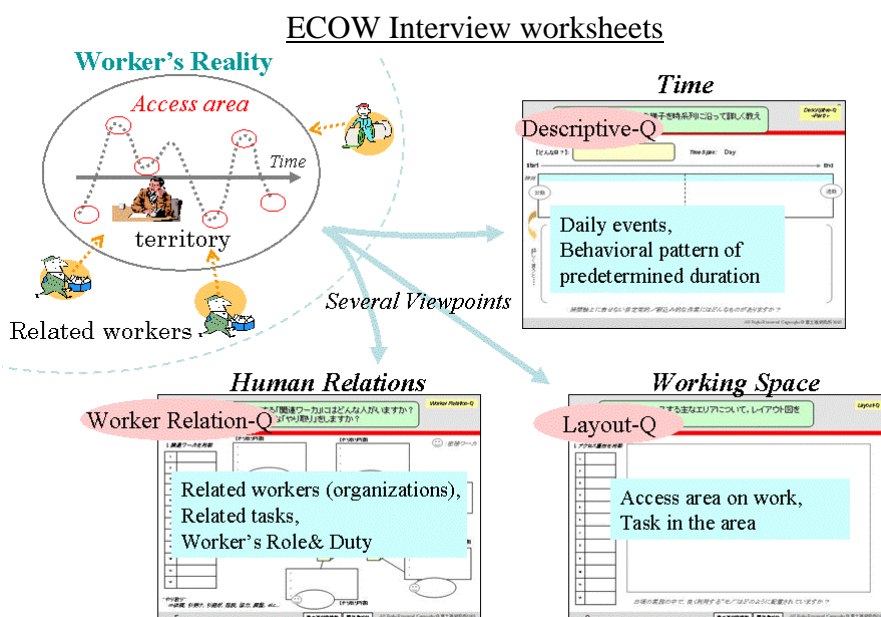
To build effective IT systems that improve a customer's business environment, an IT vendor must accurately understand the realities of a customer's business. In order to realize the "ISO13407: Human-Centered Design Process", we have developed effective interview methods, ECOW Interview and AIIm Interview, to understand the customer's work environment, actual work practices, problem consciousness, core values, source of motivations, and future direction of their work from individual worker's viewpoints.

Key points of the methods

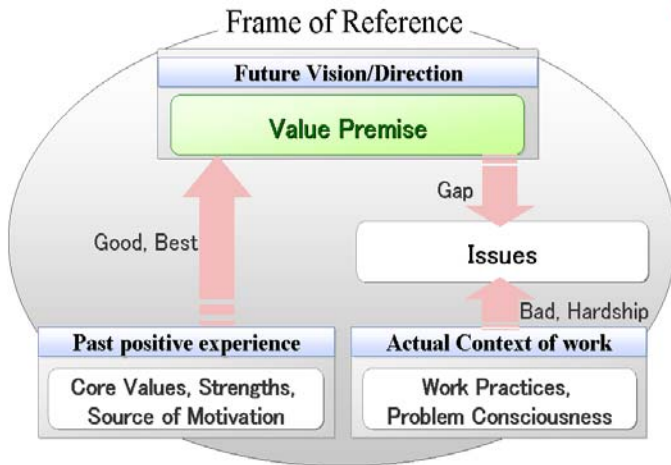
- **ECOW^(*1) Interview for understanding the actual context of work**
 - Based on methods such as the ethnographic interview, which is used in cultural anthropology, and the cognitive Interview, which was developed for criminal investigations in the UK.
 - Using original interview worksheets that encourage interviewees to speak voluntarily and recall their memory, and also help to control the flow of conversation by focusing on topics.
 - Obtain rich and reliable information by asking interviewees to recount real events based on multiple viewpoints.
 - In order to externalize the actual work practices and problem consciousness, we convert the interview data into text and analyze it by KJ Method.
- **AIIm^(*2) Interview for understanding customer's frame of reference**
 - Using original strategic framework that facilitate interviewees to externalize their tacit core values, sources of motivations, and product/service's values in use.
 - Composed of "Understanding the actual context session (based on ECOW)", "Understanding the idealized vision session" and "Reflective Workshop session".
 - Have a dialogue about their past positive and impressive experience and future idealized vision.
 - Our strategic framework based on psychology of learning and knowledge creation methodologies such as Appreciative Inquiry, Six Lenses model, and SECI model.

*1 ECOW: Ethno-Cognitive Interview for Work practice Understanding

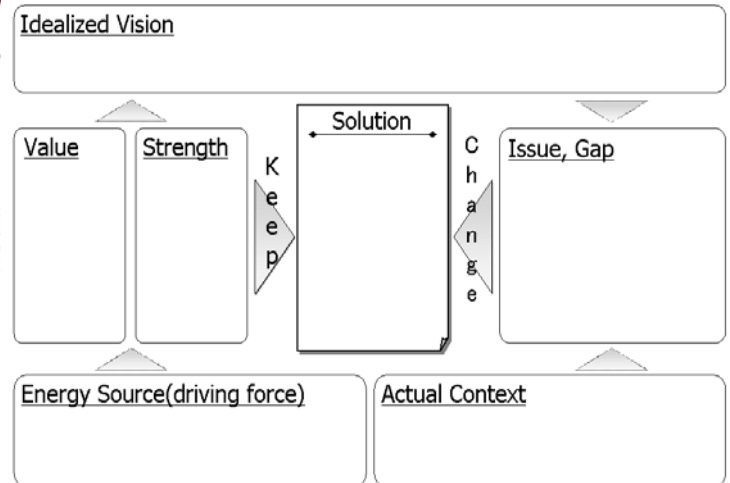
*2 AIIm: Appreciative & Imaginative Interview



The model of AIM Interview



Strategic framework of AIM Interview



Related Links

- [FUJITSU SCIENTIFIC & TECHNICAL JOURNAL, 2007-10 (Vol.43, No.4)] Ethno-Cognitive Interview for Understanding and Visualizing Realities of Customer's Business from Workers' Viewpoints <http://www.fujitsu.com/downloads/MAG/vol43-4/paper03.pdf>