

## **Midterm Question**

### *Question:*

You are trying to assess requirement gathering techniques for the design of an employee tracker for a CEO at a small business. Which of the following options would be most appropriate and why (Surveys/Questionnaires, Observation, Interviews, Ethnography, Focus Groups)? Which would not be appropriate for this task?

### *Solution:*

For this, one might say observation or interviews would be most helpful. Understanding of the nature of the task and putting it in context can be gained through either direct or indirect methods of observation. For example, the CEO could log typical activities or devices used that could perhaps offer a convenient place for a new interface. Or perhaps the CEO has a particular routine that should not be interrupted through the addition of the new design. Interviews can directly hash out important design considerations and can also assist the CEO in feeling involved in the design process. Having a questionnaire or survey may be useful as well, but typically these might be employed to assess a broader group of people. An ethnography or a focus group seems inappropriate here since typically there are not multiple CEOs who perform the same functions at a single company.