



Project Summary INDE 3008 – Studio 6

Title: Assignment 2 – Generative Interview:
Empathy and Human-Centered Research (10%)
Due Date: Week 3 Class 2

Please Note: This is an OUTLINE only - clarification will be provided in class.

Introduction

In this assignment, students will conduct generative interviews using the a Metaphor Elicitation Technique to gather user-centered data and information. By employing this method, students will learn to enhance tacit knowledge and uncover deeper meanings through discourse, ultimately gaining critical research skills and developing human-centred knowledge.

Project Requirements

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In this assignment, you will conduct a generative interview using the Zaltman Metaphor Elicitation Technique (ZMET) to gather qualitative, human-centered research data related to experiences of waiting in healthcare environments. This assignment focuses on developing skills in interviewing, transcription, qualitative analysis, and thematic synthesis to inform future design work.

1. Conduct a Generative Interview (ZMET)

Each student will conduct **one interview independently** and will act as the interviewer for their assigned participant.

- Interview participants have been **contacted by the School** and provided with advance instructions regarding the assignment.
- Participants will arrive **prepared with 3–5 images** that represent their feelings, emotions, or perceptions related to waiting in a healthcare context.
- A **schedule with assigned times and rooms** for interviews has been created and must be followed. Please refer to **Blackboard** for full scheduling details.
- Use the ZMET process to prompt reflection, metaphor, and storytelling in order to uncover tacit knowledge and deeper meanings.

2. Record and Transcribe the Interview

- Record the full interview using approved recording methods discussed in class.
- Transcribe the interview accurately using transcription software provided or approved via Blackboard.



- Ensure the transcription is complete, clear, and reflects the participant's responses faithfully.
- Upload the interviewee's selected images to the class Miro research board, clearly labeled with the assigned interview number and the title of each image.

3. Analyze the Transcription

- Use the provided **analysis Word template** to organize the interview data.
- Identify recurring ideas, emotions, metaphors, and patterns within the transcript.
- Consider how contextual factors and user experience interrelate within a healthcare waiting environment.

4. Synthesize Findings into Major Themes

- From your analysis, synthesize the data into a final list of **five major themes**.
- These themes should reflect human perception and behaviour patterns relevant to human-centered design.
- The themes will be used as foundational research for subsequent studio and design work.

5. Prepare Data for Research Use

- Submit the completed transcription, analysis template, and final list of themes.
- No written explanation or interpretation of themes is required at this stage, as the data will be analyzed further within the course research framework.

Submission Checklist

- Conduct one generative interview independently using the Zaltman Metaphor Elicitation Technique
- Follow the assigned interview schedule (time and room) as posted on Blackboard
- Confirm the participant arrived prepared with 3–5 metaphor images
- Record the full interview

Document 1: Interview Transcription (Primary Research Data)

- Submit a complete and accurate transcription of the interview
- Use highlighting within the transcript to mark statements, phrases, or moments that stand out as meaningful or significant on first review

Document 2: Analysis and Synthesis Document (Word Template)

- Use the provided Word template and a single viewing panel
- Distinguish analytical stages using **heading styles** found in the Home tab under Styles
- Under a first heading (e.g., *First-Pass Themes*), identify a broad set of initial themes (this stage will typically generate **40 or more themes**)
- Under a second heading (e.g., *Synthesized Themes*), group and collapse related ideas to reduce the total number of themes
- Under a final heading (e.g., *Five Selected Themes*), clearly present the five most compelling themes emerging from the research
- Ensure the progression from first-pass themes through synthesis to final theme selection is clearly evident in the document



- Upload both documents as Word files (not PDFs) to Blackboard
- Upload the interviewee's images to the class Miro board, clearly labeled with the interview number and image title
- Submit by **Week 3, Class 2 at 11:59 PM**

Evaluation

10% final grade

Rubric: Assignment 2

Generative Interview: Empathy and Human-Centered Research

Criterion	Level 1 (Limited)	Level 2 (Developing)	Level 3 (Accomplished)	Level 4 (Mastery)	Weight
Submission Compliance	Incorrect file name or format. = 0			Correct naming; two Word files; no PDFs.	/1 All or nothing
Transcription Structure & Clarity	Disorganized; unlabeled. = 0			Clearly labeled and structured.	/1
Transcript Highlighting	No/minimal highlighting. =0			Highlighted throughout for key insights.	/1
Use of Analysis Template & Viewing Panel	Template not used. =0			Correct use with heading styles.	/1
Generative Interview Depth	Questions asked and answered without probing.	Some probing, limited depth.	Sustained probing using "why" questions.	Consistent generative inquiry revealing tacit insights.	/8
First-Pass Theme Identification	Few themes identified.		Broad theme set grounded in data.	Extensive first pass (40+ themes).	/4
Theme Consolidation & Synthesis	Themes deleted without synthesis.		Clear collapse into synthesized themes.	Rigorous synthesis, clear deep insights	/8
Final Theme Selection	Final themes weak or unclear or missing		Five strong themes grounded in data.	Five critical themes for group research.	/4
Miro Board Contribution (Interview Images)	Images not posted.	Posted without labels.		Labeled with interview # and title.	/4
					/32



Georgian College INDE 3008 Course Outline Learning Outcomes

1. Apply systematic research, methods of inquiry, data collection, and analysis to problem definition and functional program development in the design of a large-size, full scope corporate space.
2. Create a design solution to enhance human performance and experience by researching and recording practices used by precedent-setting designers through analyzing their methods of manipulating spatial quality and human perception in the workplace.
5. Research, identify, and apply human-centered design principles to a design resolution.

