

CONDUCTING USER RESEARCH

WORKSHEET 7a

In order to get the most out of your research its important to plan carefully the type of questions to ask and how to ask them. Use this worksheet to plan a questionnaire or interview that you can digitally share or conduct with potential users. Complete as a group.

WORKSHOP 2 - PRODUCT DEVELOPMENT

Workshop Task - Thursday 7th May 2020

Print one worksheet per person

1. CONCEPT TITLE

(Copy from Worksheet 5)

2. WHAT DO YOU WANT TO FIND OUT?

(What aspects of the concept do you need user feedback on?)

3. WHO ARE YOU GOING TO INTERVIEW?

(Its important that this correlates to the information in your brief)

4. WHAT DO YOU HAVE TO COMMUNICATE YOUR IDEA?

(Do you have sketches, photographs, models etc?)

5. WHAT ADDITIONAL ITEMS DO YOU NEED TO CREATE?

(Additional sketches, photographs, models etc?)

6. HOW WOULD YOU DESCRIBE YOUR CONCEPT?

(This must be in a language that your user will understand)
