CONDUCTING USER RESEARCH

In order to get the most out of your research it's 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.

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?
   (It's 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)