

CONDUCTING USER RESEARCH

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

WHAT QUESTIONS WOULD YOU ASK YOUR INTERVIEWEE...

1. ABOUT THEMSELVES?

(This can break the ice and also give context to answers given)

2. ABOUT THEIR THOUGHTS ON THE PROBLEM

(Do they feel the same as your team about the problem you are solving?)

3. ABOUT YOUR CONCEPT

(Be careful how you frame the questions. We need open questions)

4. ABOUT HOW TO IMPROVE YOUR CONCEPT?

(This will help you improve your concept during development)
