

CONDUCTING USER RESEARCH

EXAMPLE 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)

'THE OCEAN HOOVER'

2. WHAT DO YOU WANT TO FIND OUT?

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

THE IMPACT ON MARINE WILDLIFE WHEN OPERATED

3. WHO ARE YOU GOING TO INTERVIEW?

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

MARINE BIOLOGIST

4. WHAT DO YOU HAVE TO COMMUNICATE YOUR IDEA?

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

- A SKETCH OF IDEA
- PROTOTYPE + MAP OF HOW SYSTEM WORKS

5. WHAT ADDITIONAL ITEMS DO YOU NEED TO CREATE?

(Additional sketches, photographs, models etc?)

- A DIAGRAM SHOWING HOW IT SITS IN THE OCEAN
- A MAP OF LOCATIONS IT WILL BE USED

6. HOW WOULD YOU DESCRIBE YOUR CONCEPT?

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

- OUR PRODUCT AND SYSTEM SITS ON THE SURFACE OF OCEAN
- IT IS SELF POWERED AND NAVIGATES USING AI TECHNOLOGY
- 3 PODS FILL WITH WATER FILTERING PLASTIC AS IT MOVES
- WASTE IS SORTED + BALED AND TRANSPORTED BACK TO SHORE USING DRONE TECHNOLOGY