

CONDUCTING USER RESEARCH

EXAMPLE WORKSHEET 7b

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)

- WHAT IS YOUR JOB TITLE ?
- HOW LONG HAVE YOU WORKED WITH MARINE WILDLIFE ?
- WHAT IS YOUR FAVORITE THING ABOUT YOUR JOB ?

2. ABOUT THEIR THOUGHTS ON THE PROBLEM

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

- WHAT IS THE IMPACT OF WASTE ON WILDLIFE ?
- IS THERE AREAS THAT ARE MOST EFFECTED ?
- WHAT IS THE BIGGEST OFFENDER ?

3. ABOUT YOUR CONCEPT

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

- LOOKING AT OUR IDEA WHAT ARE YOU BIGGEST CONCERNS REGARDING WILDLIFE ?
- WHAT ARE YOUR THOUGHTS ON THE FILTRATION SYSTEM ?
- DO YOU THINK SYSTEM WILL WORK TO REMOVE WASTE ?

4. ABOUT HOW TO IMPROVE YOUR CONCEPT?

(This will help you improve your concept during development)

- HOW COULD WE IMPROVE SAFETY OF THE SYSTEM ?
- WHAT SHOULD WE THINK ABOUT WHEN SUCKING UP WATER ?
- HOW COULD WE LESS IMPACT ON OCEAN ENVIROMENT ?