Please sit with your team + studio
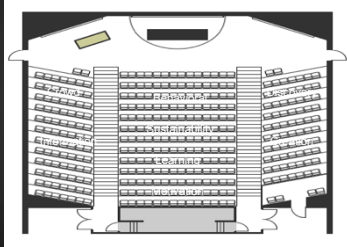
Accepting offers

Objective

Tell a story in 15 seconds,
using 3 back and forth sentences
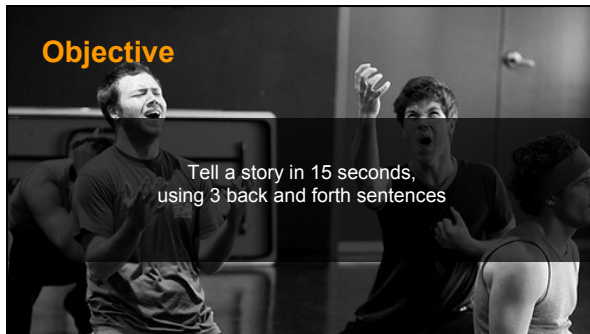
Within 3 sentences, you should show the context:
- who (and the relationship)
- what (the topic concerning you)
- where (your location, environment)
- etc.

Person designed by Kyle Tezak from the Noun Project

Your turn

Form pairs!

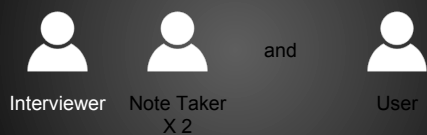Person designed by Kyle Tezak from the Noun Project

0:15

Needfinding Exercise

Tips for effective user research

1. Build rapport
2. Awkward silences are great
3. Embrace the user's perspective
4. Listen more, talk less
5. Minimize leading questions
6. Stories are great!
7. Steer the focus

Your turn

Interviewer   Note Taker   and   User
                   X 2

Person designed by Kyle Tezak from the Noun Project

Interviewers

You are concerned with how young people use social media. Interview the subject to gauge his/her current perspective (experience, struggles, likes/dislikes...

Feedback

What worked and what didn't work?