

# Avoiding Leading Questions

# Consider the following scenario...

*Thank you so much, Anne, for agreeing to participate in this research. I'm so excited to get feedback on this app for my final year project. I have worked very hard on it, I don't have much time left until submission and I know you're going to love it."*

*Then, imagine you conclude your research (or evaluation) session by asking Anne if there was anything she did not like about the app.*

Do you see any problem?

- *Would you rather use the old version or this improved version of the website?*

- *What did you expect would happen when you pressed that button?*

- *How easy was it to find the pricing page?*

- *How would you normally perform this task, without this tool?*

- *Do you find this feature frustrating to use?*



- *Would you use this product if it were in your house?*

- *What are some advantages and disadvantages of these designs?*

## A black and white cartoon set in a courtroom. On the left, a judge with a large, bushy wig sits on a bench, looking towards the witness. In the center, a large, balding man with a prominent nose sits at a witness stand. The name 'Mitch' is written on the front of the stand. On the right, a man in a suit and tie stands holding a sign that says 'YES GUV'. A large sign on the wall behind him says 'NO GUV'. The judge is speaking, and the caption at the bottom reads: "And I wont warn you again about leading the witness!" A watermark for 'CARTOONSTOCK' is visible across the middle of the image.