**HUMAN-CENTRED DESIGN: STEP 1: EMPATHISE - FIELD TASK**

Develop some general and specific questions for your customers. Take some time to interview them, and record your answers on the sheet provided.





























Analyze the answers that you have collected. Group similar answers under the same topic. For example, Dennis could group answers related to price together. From there, he can analyze the answers.

Example:

Topic: Price

1. Most students want a bag that costs below 1500 Kenya shillings
2. If the bag is brand new and lasts a long time, students are willing to pay more money
3. The maximum average cost that most students are willing to pay is 2000 Kenya shillings.

Group the answers into at least three key topics, and write the findings under each.

**Topic 1:.................................**

Findings

1……………………………………………………………………………………………………………

2…………………………………………………………………………………………………………….

3……………………………………………………………………………………………………………..

**Topic 2:..................................**

Findings

1………………………………………………………………………………………………………………

2………………………………………………………………………………………………………………

3………………………………………………………………………………………………………………

**Topic 3……………………….**

Findings

1………………………………………………………………………………………………………………

2………………………………………………………………………………………………………………

3………………………………………………………………………………………………………………

**Conclusion**

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