

USER EXPERIENCE DESIGN

EXERCISE 1

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SCENARIO:

A children's toy brand is considering creating a new educational technology product for preschool-age children. Using a contextual inquiry, an interviewer can observe a classroom full of children using the product, while being guided by their teacher. The interviewer can also observe some children using the product at home with their families. These interviews can help the interviewer understand whether or not the product is age-appropriate, engaging, and actually educating children as promised

QUESTION 1:

Adapt the life cycle process, customer inquiry and prepare a questionnaire as an interviewer to explore more information.

Preschool Teachers

- These are the primary educators who will use the product in the classroom.

- Interact with teachers to understand how they integrate the product into their curriculum and their observations on its impact on students.

Preschool-Age Children

- The ultimate end-users of the product, aged between 3-5 years.

- Observe and interact with children to gauge their engagement, usability, and educational benefit while using the product.

Parents and Families

- Parents play a crucial role in the children's learning experiences, especially when using educational technology at home.

- Interview parents to understand how they perceive the product, its ease of use, and its impact on their child's learning.

Product Development Team

- Collaborate closely with the product development team to

share insights from user interactions and ensure they are integrated into the product's design and functionality.

Educational Experts

- Seek input from educational experts or consultants who can provide guidance on age-appropriate content and pedagogical approaches.

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