

## **USER EXPERIENCE DESIGN EXERCISE 2**

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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 2 :**

**Identify the users to whom you will interact.**

### **Preschool-Age Children:**

The primary users of the educational technology product are preschool-age children. The interviewer will observe their interactions with the product both in a classroom setting and at home with their families. The goal is to assess their engagement, ease of use, and whether the product effectively educates them.

### **Teachers:**

Teachers play a crucial role in guiding the children's use of the product in the classroom. The interviewer may interact with teachers to understand how they incorporate the product into their curriculum and whether it aligns with their educational goals.

### **Parents or Family Members:**

The interviewer may also interact with parents or family members who are present when children use the product at home. This interaction can provide insights into how the product fits into the family dynamic, its ease of use, and whether it complements their educational expectations.

By interacting with these different user groups, the interviewer can gain a comprehensive understanding of how the educational technology product is received and used in various contexts.