

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

Now that you understand the basics of conducting research to empathize with users, you're ready to start thinking about your own research goals! In this activity, you'll practice some of the steps that UX designers follow when they plan research and interviews in the real world. You'll:

Create research goals that will guide the questions you ask and the designs you make later in the program.

Determine your target audience for the app you're designing.

Write out interview questions that you will use in later activities to "interview" fictional users.

User interviews require input and collaboration with others and can take extra time depending on participant availability. You won't be asked to interview real-life participants until later in this course. For now, get comfortable with defining the scope of your research and understanding potential users of your app. Doing this foundational work to understand your goals and your users will be helpful when you're ready to interview people later on.



Step-by-step instructions

Step 1: Determine research goals

It's important to start the interview process with clear research goals. Think back to the [Sharpen prompt](#) you chose in the beginning of this course and ask yourself what you need to understand better about users. This is an opportunity to think through your audience and what their unique needs or problems might be, as well as how your product might help to solve some of those problems. Your goals will guide the questions you write and the research participants you choose later in this program, so make sure they are clear and focused on the problem your portfolio project is trying to solve. Open a new document and draft 2–5 research goals. You can use a bulleted list or whatever format you'd like. These notes are just for you! Remember to save your document so you can easily find it later — you'll be revisiting these questions for the next assignment.

Step 2: Define your target audience

Defining what kind of participants you want to interview can help you create more relevant interview questions. It's important to include a diverse but targeted group of users when conducting interviews in order to get the best data.

In the same document where you completed Step 1, write down 3-6 different characteristics of your target audience. Think about demographics like location, age, and career. Add these beneath your interview goals.

Step 3: Write interview questions

These questions are the foundation for the feedback you'll receive from your participants later in the program, so take the time to prepare thoughtful questions that are aligned with your interview goals. You can adjust your questions as your portfolio project progresses; for now, formulate questions that are aligned with your research goals. These questions will also be helpful in the next self-review activity, "Build empathy with users to inform your research."

Draft 4-7 questions and add them to your document.

Revisit the reading [Determine research goals and questions](#) for guidance on best practices when writing interview questions.