

Human Centered Design : Needfinding

• Learning Check-in Quiz

Question 1

Please tell us how well you have understood the content so far.

- ☐ I am just starting to learn this. I don't understand this yet.
- ☐ I am beginning to understand this but I still need some help.
- ☒ I can understand this and I can do this on my own.
- ☐ I know this well enough to teach someone else.

Question 2

Which of the following is an example of the need finding strategy in action?

Select all that apply

- ☒ Watch people to do their daily tasks to figure out what they value
- ☒ Ask your friends about their experience on the public transportation
- ☒ Tell someone to shoot daily videos to record their changes on eating habits
- ☒ Meet people at some regular interval and have them write down a key piece of info at that time

Question 3

Which of the following is true about interviews?

- ☒ "What was your freshman experience like?" is a good question to ask
- ☐ "What would you like in a tool" is a good question to ask
- ☐ "How often do you exercise" is a good question to ask
- ☐ It isn't a good idea to interview people who wouldn't use your product

Question 4

What is a persona?

- ☒ A model or an example user that has a full backstory which helps the designer empathize
- ☐ It is only useful during the needfinding stage of the design process
- ☐ It is a generalization of a demographic, for example, men ages from 18 to 35
- ☐ It represents the extreme user in your design case