

User Needs Assessment: Mini-Project

Understanding User Needs

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In this course, you will...

- Conduct interviews
- Conduct observations
- Perform data analysis

For that, you need to choose a single project that runs through the entire course.

Qualities of a Good Mini-Project

About an existing product or service...

- Used by at least a few people you know
- For which you suspect there may be some problems

You can enroll at least 2 interview participants who are users of the product

• And willing to be observed.

You are not an expert on the product/service.

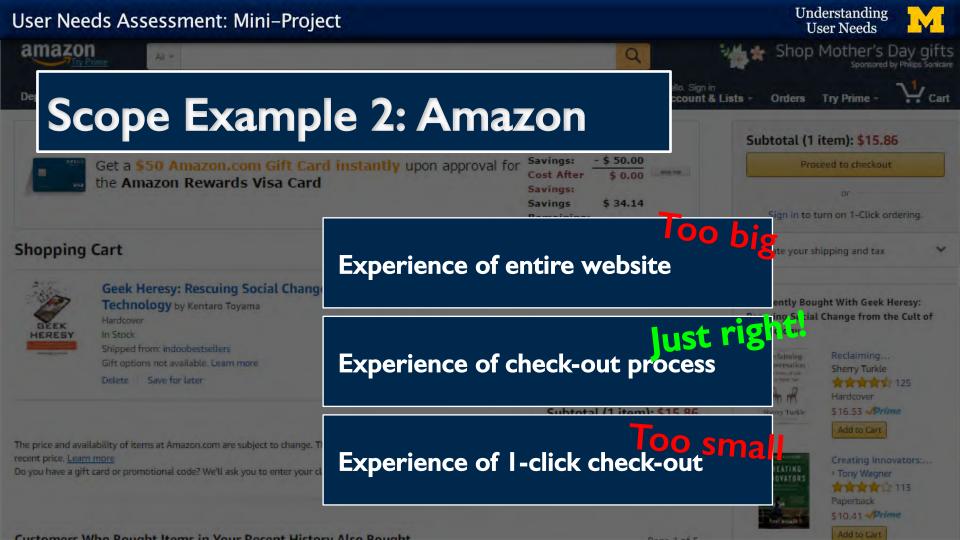
Scope is just right:

- Not too large
- Not too small
- Something you could gain good insight about with just two hour-long interviews









End of Module I

Introduction to User Needs Assessment

Overview of Qualitative Research

User Needs Assessment Mini-Project