



### ACTIVITY 3

## EXTREME RESEARCH EXERCISE

15 min



Typically, organizations design for who they see as their main customer, but identifying and interviewing individuals who are extremely familiar or completely unfamiliar with a product or service will often highlight key issues of the design challenge. These “extreme users” provide valuable insight and a fresh perspective on your design challenge.

### WRITE YOUR DESIGN CHALLENGE

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### WHO MIGHT BE YOUR TYPICAL USER?

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### IMAGINE WHO EXTREME USER MIGHT BE Consider physical, cognitive, social, and cultural factors.

Someone who is completely unfamiliar with this service.

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Someone who is extremely familiar with this service.

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Someone who wouldn't care about this service at all.

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Someone who has highly refined and particular needs.

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Someone who would intentionally choose not to use this service.

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Someone who demonstrates radical behaviors related to this service.

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