



# 3 KNOW YOUR USERS

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# 01

## WHO'S THERE?

Revisit the counts you did during your site visit from **Activity Sheet #2 Know Your Site**. 30 minutes

**It's important to know who's currently using the site.**

### Who did you see?

- Use the **Persona Method Cards (Light Blue)** as your guide, recall the type of people you saw at the site. In groups of no more than 4 people, try your best to answer all the questions on the cards: Who are they? What are they doing? When do they go there? What might they like about the space? etc.
- On a wall or a large table, write down the answers on sticky notes under each card

### Who's not there?

- The absence of certain groups also reveals valuable information about the site.
- Think about the groups of people who could be using the space but were not there during your site visit. Why weren't they there at the time? Were they just not there at that time of the day, or do they never use that space at all? Discuss and list possible reasons.

### Observations and assumptions

- Through this activity, your team has transitioned from making empirical observations to creating assumptions based on these observations. It is important to make this distinction as the next step is to verify whether these assumptions are true!



# 02 WHAT TO ASK

Create effective interview questions to learn more about your users.  
*30 minutes*

**What's the best way to learn more about the people you're designing for? Go talk to them and ask them questions.**

### Tips

- Asking open-ended questions (eg. questions that begin with "Why" and "How") is always better than questions that would result in "yes" or "no" or one-word answers.
- If you must ask a close-ended question, try to follow up with "Why?" or "How?"
- Try to come up with at least 3 questions per person.
- Your questions should help verify the assumptions you made from Step 01.

### Examples

- **Like:** What do you like about this park?
- **Don't like:** Is there anything you don't like about this park?
- **More:** What would you like to see more of in this park?



# 03 INTERVIEWS

Go out to your site and fire away your interview questions!  
*45 minutes*

**How you ask is just as important as what you ask.**

### Interview Etiquette

- Maximum 2 people should approach 1 person at a time
- Introduce yourself and the purpose of the interview
- Explain that the interview will only take at most a couple of minutes
- Make sure to write down all the answers while they speak
- Thank the interviewee for their time at the end

### Tips

- Try to interview a variety of people with different backgrounds, ages, genders
- If possible, interview people who are not at your site, but could potentially be users of the space
- There is no minimum or maximum number of interviewees, as long as you feel you have enough information to move forward with



# 04 DISCUSSION

Reflect on what you heard  
*15 minutes*

**Review and share your findings.**

### Share the Results

- Everyone should briefly share their interview responses with the rest of the group
- Other members are encouraged to ask for clarifications or follow-up questions
- The Secretary should take notes during the discussion

### Data Analysis

- Discuss any patterns, trends, and commonalities in the responses
- Discuss any unique or unexpected responses
- The Secretary should compile a summary of the data analysis and bring them back to the next meeting

### Submission

- Submit all questions and findings to Urban Minds via Google Drive by **11:59PM on October 13, 2017.**
- Name your Google Doc: "SchoolName\_AS3"