

Questionnaires, Talking to Experts

Design Thinking & Innovation Tools

Section: T6, Week 6



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
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Design Thinking & Innovation (DT&I)

Section: T6.0

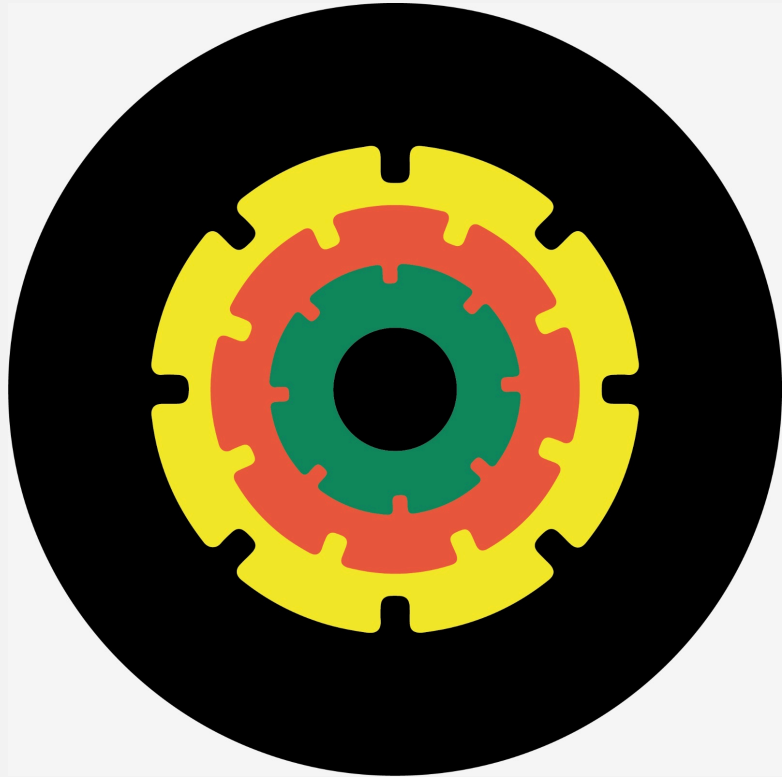
Week 6



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Design Thinking & Innovation (DT&I)

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IDC School of Design, IIT Bombay



DT&I Tools

T6 Questionnaires, Talking to Experts

Module T6:

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T6.1

Questionnaires



What are Questionnaires and Surveys?

Questionnaires are designed to have a set of **specific questions** that helps to **gather data/information from users**.

Surveys refer to the **method of collecting, analyzing data/information** from several respondents.

Type of Data/Information:

- Questionnaires and Surveys are helpful to **collect both quantitative as well as qualitative data/information**



What are the types of Questions?

Repeated from section A6.3:

The different types of questions in questionnaires:

1. **Open-ended Questions / Unstructured Questions**
2. **Close-ended Questions / Structured Questions**
3. **Dichotomous Questions**
4. **Multiple Choice Questions**
5. **Scaling Questions**



Questionnaires and Survey:

Individually or in groups?



Questionnaires can be **administered individually or in small groups**.

One can **share responsibilities** while doing the study.

How does it help?

Questionnaires can get you data/information from several respondents, **quickly in a short time, in a systematic and organized manner**.

The data/information can be **visualized in form of charts and diagrams** which makes it **easy to compare and analyze**.

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Questionnaires Steps:



1. Identify the data/information that you would like to collect through Questionnaire



2. Identify the users group that you want to administer the questionnaire



3. Write down the Questions in a clear manner



4. Figure out the type of Question and the **related response answers**



5. Administer the Questionnaire and get the **responses** (online or offline)



6. Analyze the responses and represent the quantifiable ones as **Charts and Diagrams**



7. Make a list of inferences from this study



Questionnaire Examples

Sample Questionnaire given to students for Feedback:

Design Thinking for Grades 6

Student Feedback Form:

NAME	CLASS	MODULE	TASK	ACTIVITY	DATE

> User data

Give a rating for each of the statements below:

- by placing a tick mark in the corresponding box.

	INADEQUATE	FAIR	GOOD	VERY GOOD	EXCEPTIONAL
Level of effort you put into activity					
Your level of knowledge at the start of the activity					
Your level of knowledge at the end of the activity					
Understanding of exposure slides/video					

> Scaling Questions



Questionnaire Examples . . .

Sample Questionnaire given to students for Feedback

Do you agree with the following statements? Answer by placing a tick mark in the corresponding space	
1. I enjoyed doing the activity	
2. I understood the design principles while doing the task	
3. I liked trying out different creative variations	
4. I can apply design thinking process to problem solving	

> Close-ended Questions

Answer this question by placing a tick mark in the corresponding box		
1. Will you recommend this course to your friend?	Yes	No
Make Additional Comments in the given space:		
What I liked the most:		
What can be done better:		

> Dichotomous Questions

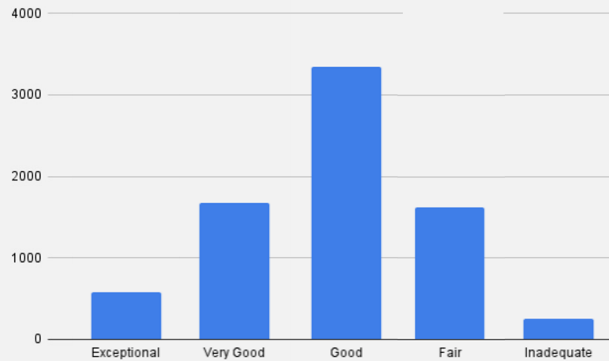
> Open-ended Questions



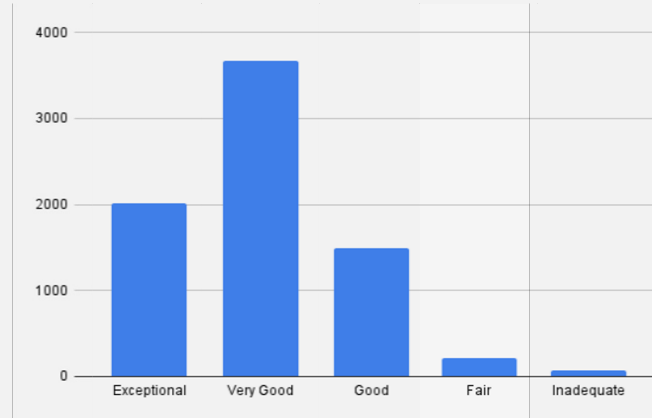
Questionnaire Examples . . .

Sample Comparison Analysis through a Bar Graph:

Level of knowledge at the start:



Level of knowledge at the end:



Comparing the two graphs we can see that the level of knowledge has increased after the course.

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T6.2

Cue Cards while Talking to Experts



What are Cue-Cards?

Cue Cards are helpful as reminders on what to ask and when to ask.

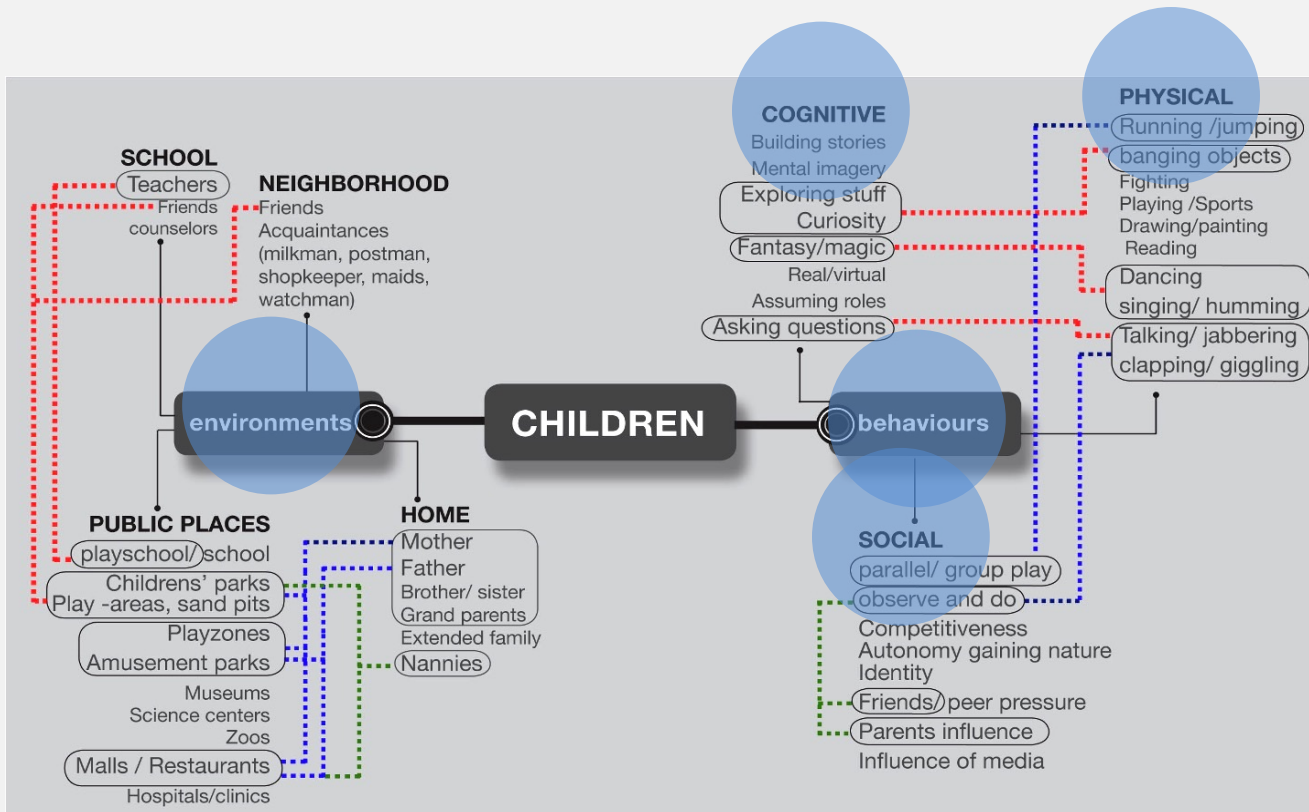
- These are **small pieces of card paper** (A6 size) arranged in the order in which the questions are to be asked or during conversations/discussions.
- After careful study of the topic, the the information that you are seeking from the Expert or User are **written as keywords or in short phrases**.
- Cue Cards can be used during any of these – (a) **Contextual Inquiry**, (b) **Conversations/Interviews with Users**, and (c) **Talking to Experts**

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Information for Cue-Cards:

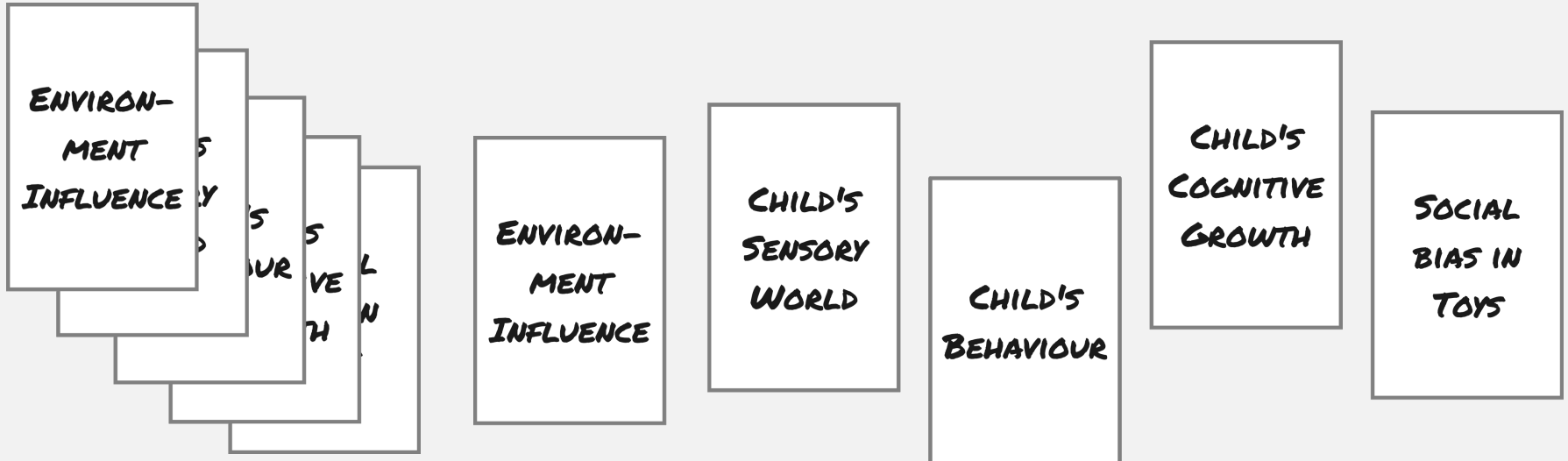
Example of selection of information that you are seeking while speaking to a child specialist taken from the Mind-map of Children:





Example of Cue-Cards:

Example of **Cue Cards** for understanding Children's choice for Toys while speaking to a **child specialist**:





**Thanks for
Listening**

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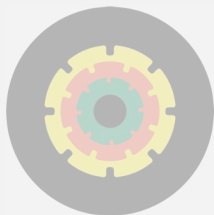
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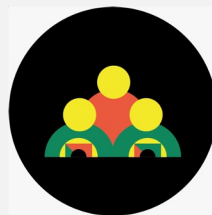
DT&I
Process
(20%)

- > Primary Research
Part 2
- > User Studies



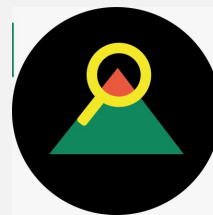
DT&I
Tools
(20%)

- > Questionnaires
- > Talking to Subject
Experts



DT&I
Project
(50%)

- > Primary Research
- > Questionnaires
- > Talking to Subject
Experts



DT&I
Cast Study
(10%)

- > Case Study
Project



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IDC, IIT Bombay



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MoE's Innovation Cell
AICTE, New Delhi



Credits:

Content:

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