



User Studies

Design Thinking & Innovation
Project

Section: P6, Week 6



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: P6
Week 6



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

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IDC School of Design, IIT Bombay



DT&I Project

P6 DT&I Project Questionnaires, Cue Cards

Module P6:

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P6.1

DT&I Project Primary Research: Questionnaires

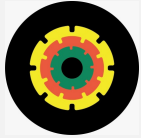


Prepare & Administer Questionnaires:

You need to **prepare and administer Questionnaires** as a set of **specific questions** that helps to **gather data/information** from users on the topic of **your project**.

Depending on **convenience of accessing your users and their locations**, you can decide to administer the questionnaire **either physically or online**.

Do go through the next 3 slides to **understand how to administer questionnaires**.



About Questionnaires:

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**.

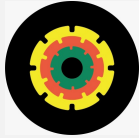


Types of Questionnaires:

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**



DT&I Project – Questionnaires steps:

DT&I Project Steps and Deliverables - week 6:



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/summary of inferences from this study

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P6.2

DT&I Project Primary Research: Talking to Experts with Cue Cards



Talking to Experts:

(Repeated from section A6.4)

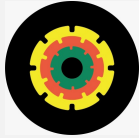
Talk to Experts who are knowledgeable about your topic:

Subject experts are **knowledgeable and have expertise about the topic** that you are trying to understand. Conversing with them could **provide you with in-depth information** relevant to your topic.

Locating Experts:

This depends on the topic that you have chosen.

The expert that you are looking for could be Scientists, Faculty Researchers, Field Officers, Managers, and others.



Make Use of Cue-Cards:

(Repeated from section T6.2)

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**



DT&I Project – Talking to Experts steps:

DT&I Project Steps and Deliverables - week 6:



1. Identify the Experts connected with your topic that you would like to talk to



2. Note down the list of issues that you would like to discuss with the expert



3. Write the issues as Key-words or in short phrases on Cue Cards



4. Talk to the Experts connected with your topic making use of the Cue Cards



5. Make a list/summary of inferences from your notes on talking to Experts



**Thanks for
Listening**

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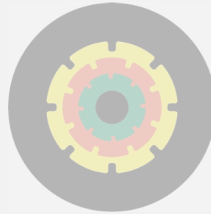
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DT&I Course – Week 6:



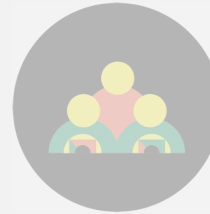
DT&I
Process
(20%)

- > 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 on
Product Design +
Packaging Design



Supporting Organizations:



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AICTE, New Delhi



Credits:

Content:

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