

Unit 3 - Week 2 - RESEARCH AND ANALYSIS

Course outline

How does an NPTEL online course work?

Week 1- INTRODUCTION and PROBLEM DISCOVERY

Week 2 - RESEARCH AND ANALYSIS

Lecture 06 - Research with Users and their Contexts

Lecture 07 - Question Framing and Conducting Research

Lecture 08 - User Stories and Themes

Lecture 09 - Personas

Lecture 10 - Insight Statements, 'How Might We' Questions, Design Strategy Statement

Quiz : Week 02 Assignments

Feedback For Week 2

Assignment 2 Solution

Week 3 - CONCEPTING and BUILDING

Week 4 - TESTING, REFINING and PITCHING

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Week 02 Assignments

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-11, 23:59 IST.

1) Needfinding is a

1 point

- Non-linear process to reach a solution
- A linear process to reach a solution
- A divergent approach to reach a solution

No, the answer is incorrect.
Score: 0

Accepted Answers:
Non-linear process to reach a solution

2) Stakeholder map is the

1 point

- List of all raw materials required to design a product
- Making a census map of people belonging to various locations
- The entire landscape of people who hold a stake in the product

No, the answer is incorrect.
Score: 0

Accepted Answers:
The entire landscape of people who hold a stake in the product

3) You probe your users when you

1 point

- Have the answers
- Want them to give you deeper insights
- Rely on your own opinions
- During concept generation

No, the answer is incorrect.
Score: 0

Accepted Answers:
Want them to give you deeper insights

4) Personas essentially brings_____to life and to the_____activity

1 point

- designers, playful
- people, design
- researchers, research
- engineers, testing

No, the answer is incorrect.
Score: 0

Accepted Answers:
people, design

5) When a designer goes to interview a user, they should

1 point

- Be serious and formal
- Be very technical and scholarly
- Go with a smile
- Go empty-handed

No, the answer is incorrect.
Score: 0

Accepted Answers:
Go with a smile

6) Which of the following is the correct definition of mental models?

1 point

- A mental tension a user experiences while using a product
- The intelligence required during the product use
- A person's thought process of how something works

No, the answer is incorrect.
Score: 0

Accepted Answers:
A person's thought process of how something works

7) To design so a majority of people will be able to use your designs, you cannot and should not create for

1 point

- The users
- The audience
- Yourself
- Research-based user behaviors from literature

No, the answer is incorrect.
Score: 0

Accepted Answers:
Yourself

8) Personas without_____are like characters with no plot

1 point

- designers
- sketches
- a prototype
- scenarios
- post-it note

No, the answer is incorrect.
Score: 0

Accepted Answers:
scenarios

9) In research for design, we try to understand

2 points

- The end product specifications
- The analysis done intuitively within ourselves
- Needs and characteristics of the designer
- The needs and characteristics of the user
- What to do next in the design process

No, the answer is incorrect.
Score: 0

Accepted Answers:
*The needs and characteristics of the user
What to do next in the design process*

10) To create a landscape of people one should

2 points

- Create artistic sketches of the people involved with anatomical details
- Create a list of key people connected with the product/service
- List down the names sequentially on a sheet of paper and call them
- Discuss the users with a marketing research agency
- Draw a key trait on a representation of each person

No, the answer is incorrect.
Score: 0

Accepted Answers:
*Create a list of key people connected with the product/service
Draw a key trait on a representation of each person*

11) Why personas?

3 points

- It helps you to lose track of the real people you are designing for
- It helps in prioritizing the specifications from the researcher's perspective
- It avoids the user's perspective and helps to design a product for our own needs
- It helps to not lose track of the real people you are designing for
- It avoids traps of designing for ourselves
- It saves time preventing endless and repetitive discussions on user's needs and expected behaviors
- It avoids the scenario creation of the users for the prototype development

No, the answer is incorrect.
Score: 0

Accepted Answers:
*It helps to not lose track of the real people you are designing for
It avoids traps of designing for ourselves
It saves time preventing endless and repetitive discussions on user's needs and expected behaviors*