

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Write a "How might we..." question based on this.

- Starts "How might we..." and names the user (new first-year pupils)
- States the challenge clearly, e.g. "...help new first-years find their way around without feeling embarrassed?"

3 Quick check

- a) Says, thinks, does, feels
- b) It often makes things better for everyone
- c) Your research about real users
- d) How might we help new pupils find their way round school on day one?

4 Key terms

- 1 - A
- 2 - C
- 3 - D
- 4 - B

5 Describe what goes in each section of an empathy map for a parent with a pram.

- Says: what they say out loud (e.g. "There's nowhere to sit")
- Thinks: private thoughts and worries
- Does: actions and behaviour (e.g. stays at the edge)
- Feels: emotions (e.g. anxious, tired)

6 Explain what is meant by 'Inclusive design'.

- Designing so people who are often left out can use it

7 Explain what is meant by 'Empathy'.

- Understanding how someone thinks and feels