

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ create a persona and an empathy map from research
- ☐ write a "How might we...?" question
- ☐ consider inclusive design

I DO

Worked example Read how a full-mark answer is built

Brief: a product or service that helps older people in your town stay connected.

1 Create a persona for a typical user. (4 marks)

Full-mark answer each ✓ is one mark

Margaret, 78, retired, lives alone in a flat on the edge of town ✓. She wants to see her grandchildren more and get to the community centre ✓. She has no car, the bus is infrequent, and she isn't confident using video calls ✓. Based on interviews with three residents at the lunch club ✓.

Why marks are not awarded

"An old lady who is lonely."

1 point: very little detail and not based on research.

WE DO

Guided practice Use the starters and word bank to help you

You interviewed a first-year pupil who said: "I got lost every day in the first week and was too embarrassed to ask."

2 Write a "How might we...?" question based on this. (2 marks)

Sentence starters

One ... is ..., which means ...
Another ... is ..., so ...

Word bank

first-year · challenge · clearly · first-years ·
around · states · starts · pupils

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

a) What are the four parts of an empathy map?

- ☐ Says, thinks, does, feels ☐ Who, what, where, when ☐ Cost, size, colour, shape ☐ Research, concept, test, evaluate

b) Why design inclusively?

- ☐ It is always cheaper to make ☐ It uses fewer colours and materials ☐ It isn't useful for most people ☐ It often makes things better for everyone

c) A persona should be based on...

- ☐ Your imagination only ☐ Your research about real users ☐ A famous celebrity ☐ Your best friend

d) Which is a good "How might we" question?

- ☐ Make a poster about the school to give to all new pupils. ☐ Is the school building too big for new pupils to manage? ☐ How might we help new pupils find their way round school on day one? ☐ Design a new logo and badge for the school uniform.

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|------------------------------|-------|--|
| 1. Persona | _____ | A A realistic profile of a typical user based on research |
| 2. Empathy map | _____ | B A question that turns a problem into a design challenge |
| 3. User journey | _____ | C What the user says, thinks, does and feels |
| 4. "How might we...?" | _____ | D Each step the user takes, with highs and lows |

You are designing a new playpark.

5 Describe what goes in each section of an empathy map for a parent with a pram. (4 marks)

6 Explain what is meant by 'Inclusive design'. (2 marks)

7 Explain what is meant by 'Empathy'. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each "I can" statement above. Which one still needs work?
