

GRADE 11 · UNIT E.5: EXTENSION & ENRICHMENT (OPTIONAL)

Running a Focus Group: Testing Design on a Real Audience

Lesson 28 of 44 · Day 1 of 2

DO NOW

Why is "does this look good?" a hard question to answer honestly?

TODAY'S PLAN

Do Now

5 min, above

Guided practice

10 min

Independent work

13 min

TODAY'S VOCABULARY

Focus Group

Leading Question

EXIT TICKET

What did a real audience notice about your design that you, as the person who made it, had completely missed?