

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

Running a Focus Group: Testing Design on a Real Audience

Lesson 28 of 44 · Day 2 of 2

DO NOW

Swap question guides with a partner and flag any question that still sounds leading. Focus group (25 min): in small groups, take turns being the "audience" reacting to a classmate's finished piece using the question guide, while the designer takes notes without defending or explaining their choices. Debrief (15 min): each designer identifies at least 2 concrete changes the feedback suggests that a peer critique hadn't already caught, and writes them down.

TODAY'S PLAN

Do Now

5 min

Focus group

25 min

Debrief

15 min

TODAY'S VOCABULARY

Usability

Bias

EXIT TICKET

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