

GRADE 11 · UNIT A: FOUNDATIONS — THE DESIGN PROCESS & PURPOSE

Understanding Your Audience: Research Methods & Personas

Lesson 3 of 44 · Day 2 of 2

DO NOW

What's the difference between primary and secondary research?

TODAY'S PLAN

Do Now

5 min

Independent build

22 min

Present to a partner

10 min

TODAY'S VOCABULARY

Persona

Target Audience

EXIT TICKET

Name one design decision that would change depending on which persona you were designing for.