

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

Understanding Your Audience: Research Methods & Personas

Lesson 3 of 44 · Day 1 of 2

DO NOW

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TODAY'S PLAN

Do Now

5 min

Mini-lesson

15 min

Guided analysis

10 min

Independent/pair analysis

15 min

TODAY'S VOCABULARY

Primary Research

Secondary Research

EXIT TICKET

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