UNFOCUS GROUP

◑ SUGGESTED TIME
30–45 MINUTES

OBJECTIVES
By completing this activity, students will:
+ interview, observe, and ask others for feedback on projects-in-progress

ACTIVITY DESCRIPTION

- ❑ Hosting an unfocus group is an idea we borrow from IDEO. Introduce the unfocus group concept, where students will share their projects-in-progress and request feedback from a diverse collection of people.

- ❑ Optionally, distribute the Unfocus Group handout to each person.

- ❑ Help students brainstorm possible unfocus group participants. Encourage them to consider their target audience as well as unusual users or unexpected cases who can offer a unique perspective or interesting feedback (e.g., parents, teachers, siblings, other students, community members).

- ❑ Give students time to identify, interview, observe, and record feedback from two unfocus group members.

- ❑ Allow students time to meet with their project team members to share feedback collected from different unfocus group sources. Optionally, collect the completed Unfocus Group handouts at the end of this activity to return to students at the beginning of the Project Check-In or Design Sprint sessions.

RESOURCES

- ❑ Unfocus Group handout

REFLECTION PROMPTS

- + Describe your unfocus group participants and why you chose them.
- + How might their ideas influence your project?

REVIEWING STUDENT WORK

- + Did students identify and interview two unfocus group participants?

NOTES

- + Help students get creative in researching and discovering feedback sources. Is there a local game design company that might be interested in helping? Could projects be shared with students from another school?
- + If unfocus group members are not available to be interviewed during the session (e.g., teachers, parents, siblings, community members), you can organize this activity for outside of class time or assign it as homework.

NOTES TO SELF

- ❑ _____
- ❑ _____
- ❑ _____
- ❑ _____

UNFOCUS GROUP

PROJECT TITLE: _____
INTERVIEW BY: _____

In this activity, you will interview and observe others to get feedback on your project-in-progress.

IDENTIFY

+ What kinds of people might be able to offer you a unique perspective on your project?

+ Who are two unfocus group members you plan to share your project draft with?

OBSERVE

Share your project with your unfocus group and observe their reactions.

+ What are they getting stuck on?

+ Are they interacting with your project the way you imagined?

+ Are they doing anything surprising?

INTERVIEW

After you observe, interview your group about their experience.

+ What feedback did you receive from your interview?

+ What suggestions, if any, do you plan to incorporate into your project next?