

Activity Instructions

Prep:

1. Give everyone a sheet of paper with all the above terms
2. Give everyone 3 pumpkin stickers and 3 black cat stickers but tell them not to use them yet
3. Give everyone who needs one a writing utensil to mark their papers

Instructions:

1. Place a check mark on the top three menu items you think our customers click on the most when visiting our website. 1 min
2. Place an X next to the bottom three menu items you think our customers click on the least when visiting our website 1min
3. DO NOT SHARE YOUR THOUGHTS WITH ANYONE
4. Without sharing or discussing your answers, silently get up and place a PUMPKIN STICKER on the terms you ranked “most likely to click on” 1:30sec
5. Place a CAT STICKER on the terms you voted “least likely to click on” 1:30sec
6. Review the results of our choices 2 minutes
7. Reveal the actual data and discuss if our choices match, why, why not?
8. Segway into “DS’s big project this year is realigning our website and subsites... blah blah blah. We’ll be conducting various activities like this one to challenge assumptions about our website and learn about our customer’s needs and wants. We’ll use this information to implement changes to our website in alignment with our user’s needs and our strategic priorities. Blah blah blah word better later

Thank you for your participation in this activity, stay tuned for more like it. Now on to the other units for their reports.