

1	The customer
	called the front desk
	took the toothbrush
	pressed the screen
	gave five stars

	The robot
	came to the room
	brought a toothbrush
	was pleased
	did a dance

2 1 e 2 c 3 d 4 b 5 a

3 1, 3, 5, 7, and 8

- 4** **a** Problems that need a lot of time and money to solve.
b Problems that you need to solve fast.
c Important projects that you have not been able to finish in the past.

5 1 c 2 e 3 a 4 g 5 b

- 6** 1 Decider
 2 Money Expert
 3 Marketing Expert
 4 Customer Expert
 5 Technology Expert
 6 Design Expert
 7 Facilitator

7 **a** lunch **b** will not
c emails **d** do not get

8 1 What 2 Why
 3 Where 4 How

9 1 list 2 customers
 3 Write 4 draw
 5 simple 6 help

10 1 out of 2 up
 3 away 4 on

11 1 to vote 2 to choose
 3 thinks 4 writes
 5 has chosen 6 have counted
 7 are 8 discuss
 9 do 10 will have

12 1 d 2 a 3 b 4 c 5 c 6 b

13 1 c 2 d 3 c 4 b 5 d 6 a

14 a 5 b 1 c 2 d 4 e 3

15 1 ten to fifteen pages
 2 fifteen
 3 two letter-size sheets of paper
 4 fifteen minutes
 5 sixty minutes
 6 one minute

16 1 outside 2 ever
 3 of 4 as
 5 were 6 while

17 1 e 2 c 3 f 4 b 5 d 6 a

18 1 b 2 c 3 d 4 d 5 c 6 a

19 1 C 2 D 3 E 4 A 5 B

20 1 pile 2 publishers
 3 reacted 4 printed
 5 experts 6 decision

21 1 did not help
 2 was not
 3 can; do not need
 4 are
 5 need

22 *Model answers:*

- 1 The Interviewer asked if the customer had any questions before they began.
- 2 The Interviewer asked what kind of work the customer did.
- 3 The Interviewer asked how long the customer had been doing that.
- 4 The Interviewer asked if the customer had used any apps to help stay fit.
- 5 The Interviewer asked if the customer would be happy to look at some prototypes.
- 6 The Interviewer asked how the customer would describe that product to a friend.

23 1 murder-mystery

- 2 sticky note
- 3 prototype
- 4 whiteboard
- 5 feedback
- 6 start-up

24 1 prototype

- 2 feedback
- 3 start-up
- 4 whiteboard
- 5 murder-mystery
- 6 sticky note

25 1 will be thinking

- 2 will be working
- 3 will be using
- 4 will be watching
- 5 will be lying
- 6 will be interviewing

26 1 forgot

- 2 starts
- 3 will succeed
- 4 would like
- 5 would have been

27 1 information

- 2 discussion
- 3 decision
- 4 organization
- 5 suggestions
- 6 conversation

28 1 competitors

- 2 risky
- 3 marketing
- 4 fit
- 5 delivery
- 6 remote control

29 **Action:**

deliver	fold
invest	interview

Person:

designer	founder
interviewer	investor

Thing:

brochure	diagram
script	sticker

30 1 breaks

- 2 arrow
- 3 debrief
- 4 download
- 5 pattern
- 6 quality
- 7 review
- 8 solution