

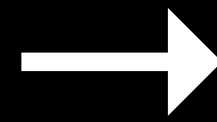
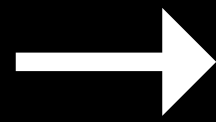
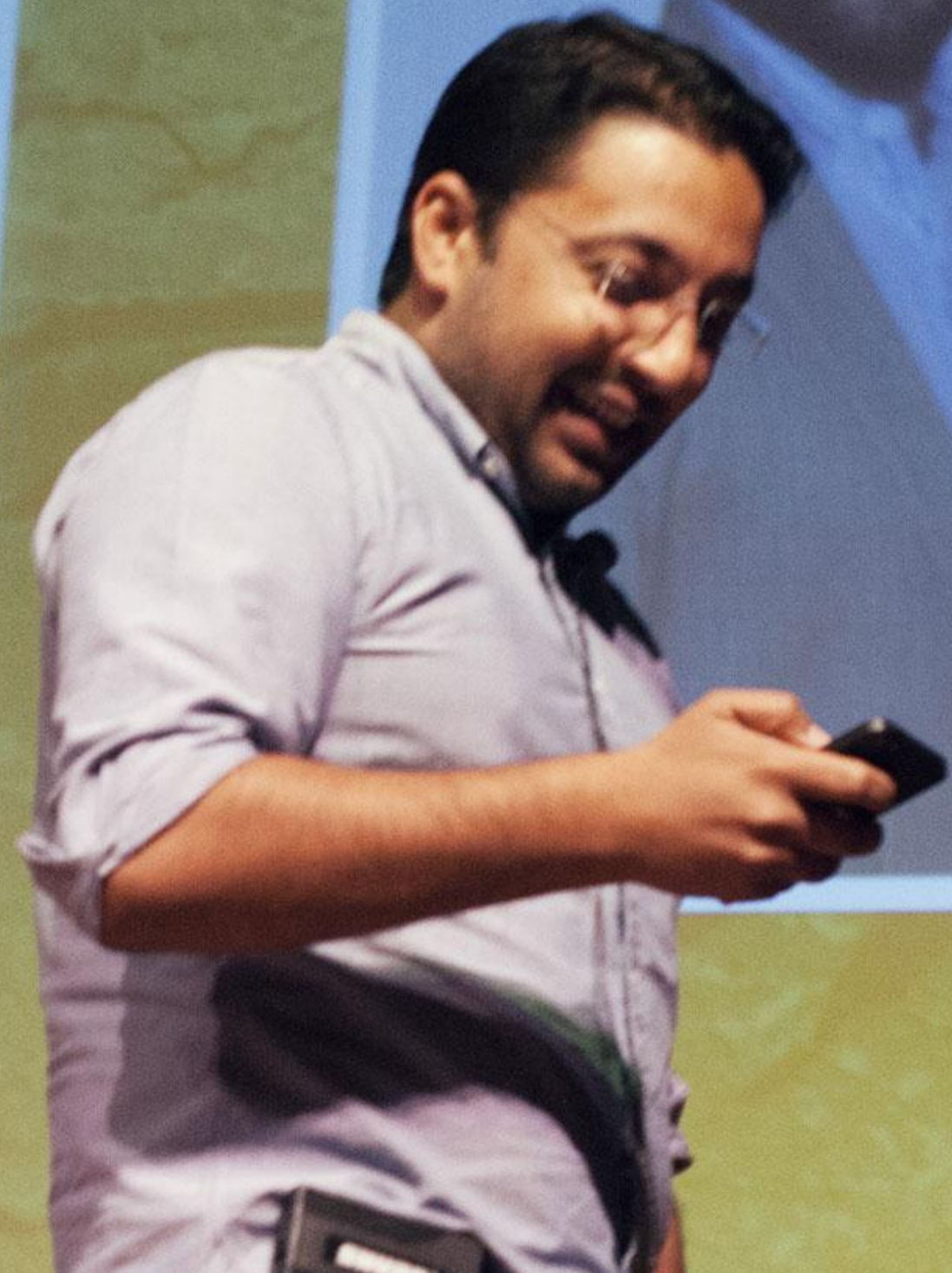
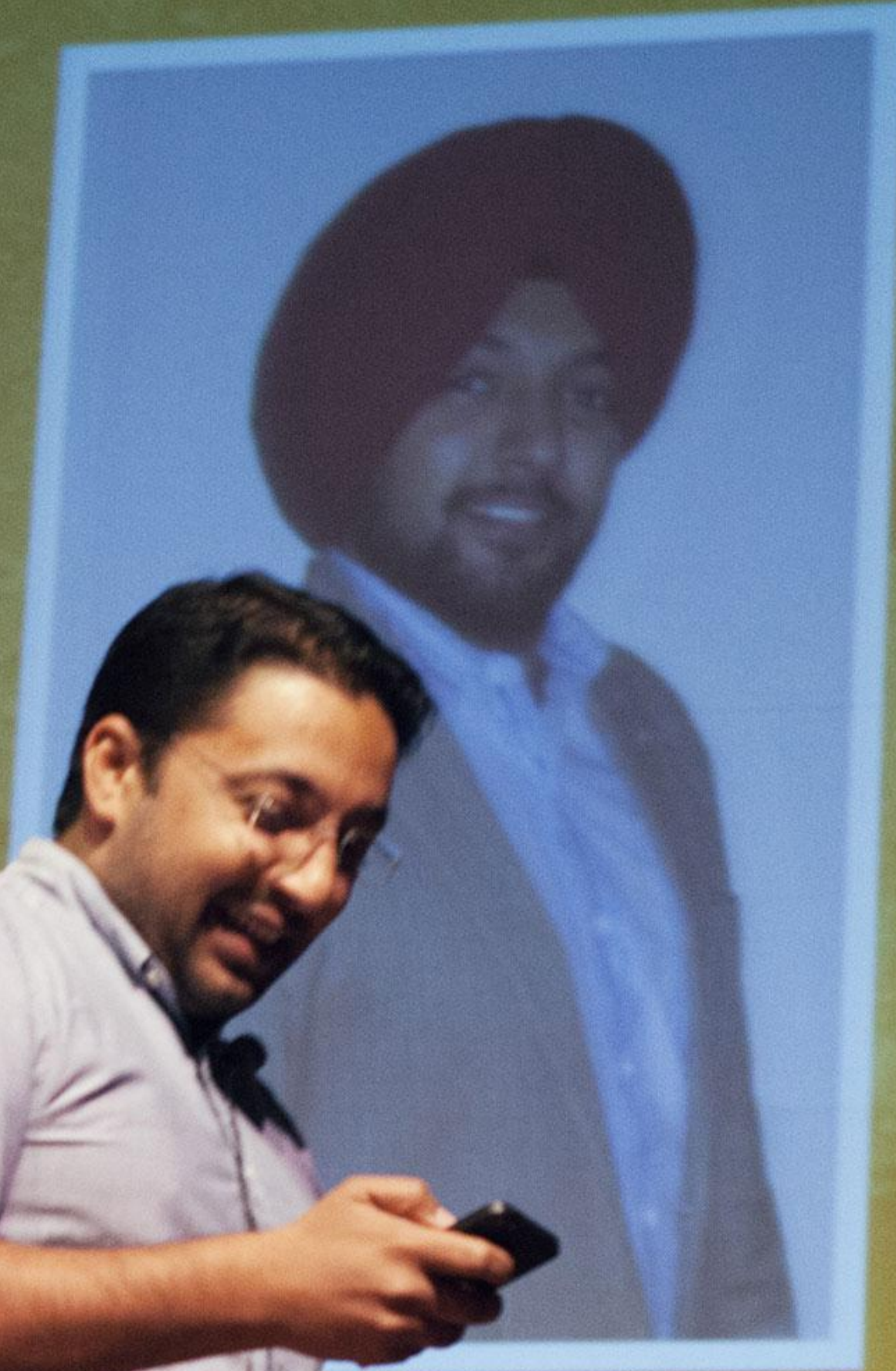
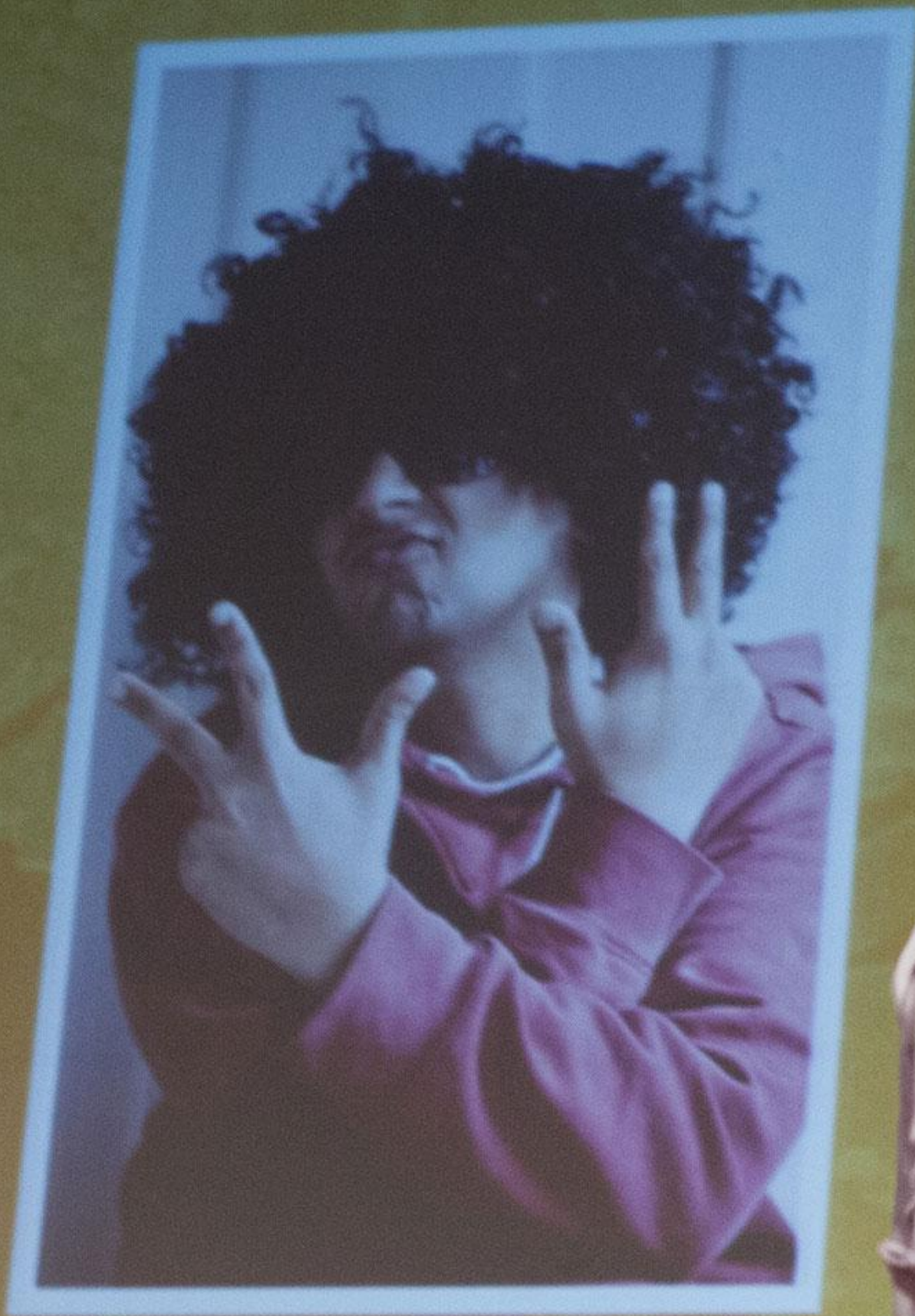
Design Research 101

HOW TO CONDUCT EFFECTIVE RESEARCH TO GET
TO INSIGHTS BEYOND WHAT PEOPLE WILL TELL YOU

Nav Pawera

Over the past 15 years, I've been **designing digital products and services**, building and **leading teams** that excel at doing the same, and **delivering solutions** for some of the largest organisations in the country.





shall/5367614894/in/photostream/

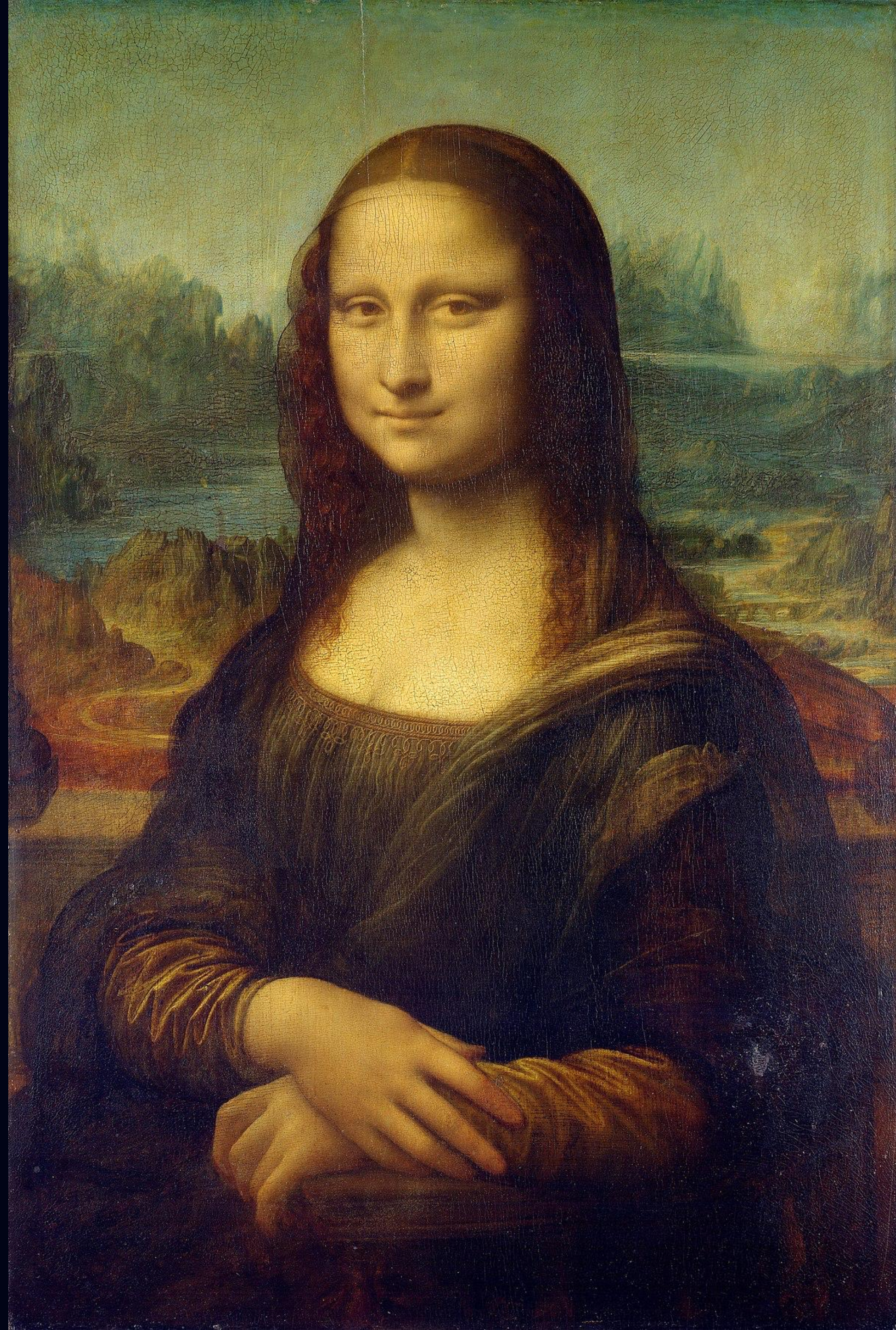
These days, I head design at **Jiva.**

At Jiva, we are working to improve the lives of farmers across the world.

Farmers who supply 70% of the food that world needs. Farmers who are battling a declining workforce, declining earnings, shrinking farmlands and an increasingly unpredictable climate.

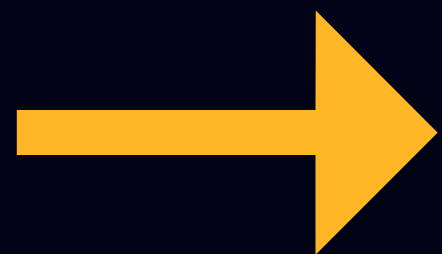


*I'd love to hear about you all ...
let's do a quick exercise*



What is

Design Research?



“Design Research is about uncovering the complexities, unmet needs and behaviours of people, which we can then design for.”

Lishan Soh, Director at Agency

<https://designingagency.com>

The Design Process



**Research &
Discovery**

**Sense-Making
& Strategy**

**Design &
Co-creation**

**Prototype
& Refine**

The Design Process



Research & Discovery

Conduct informed and targeted research that will help us understand our target audience better, allowing us to accelerate decision making and frame our opportunity to engage the target market.

Sense-Making & Strategy

Develop insights into the target audience, define opportunity areas and socialise these using effective storytelling.

Design & Co-creation

Design tangible high-level concepts and expressions of what the future might look like. Conduct co-creation workshops together with the stakeholders to develop early concepts & user scenarios that start setting direction for the future.

Prototype & Refine

Develop prototypes that we can present to our end users for them to interact with and use—giving us essential insights into what works and what doesn't. Iterate on these on a regular basis.

The Design Process



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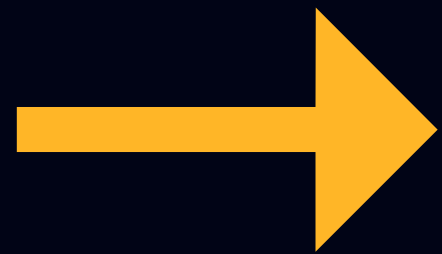
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Develop prototypes that we can present to our end users for them to interact with and use—giving us essential insights into what works and what doesn't. Iterate on these on a regular basis.

*** This is different to other types of research:**

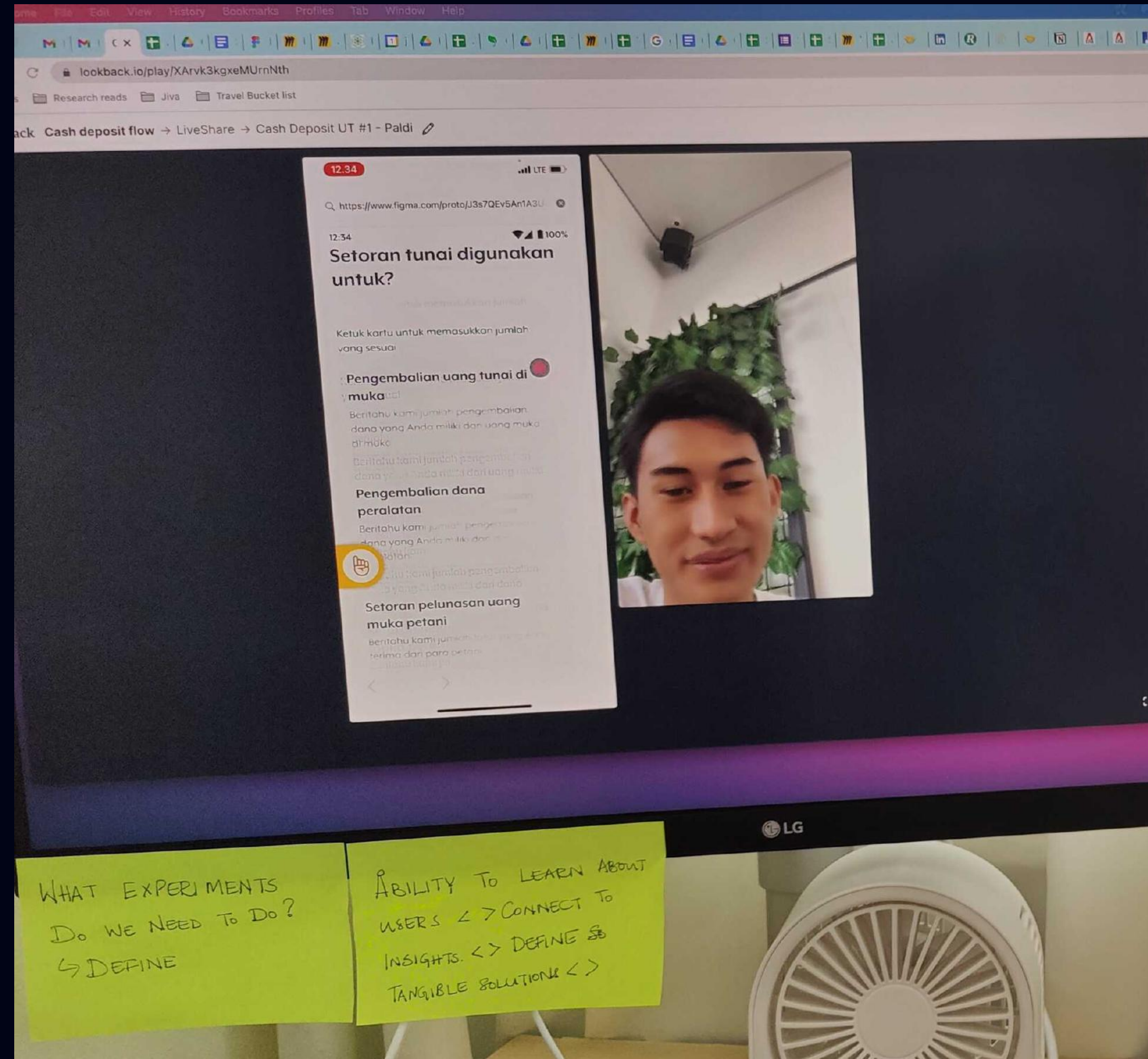
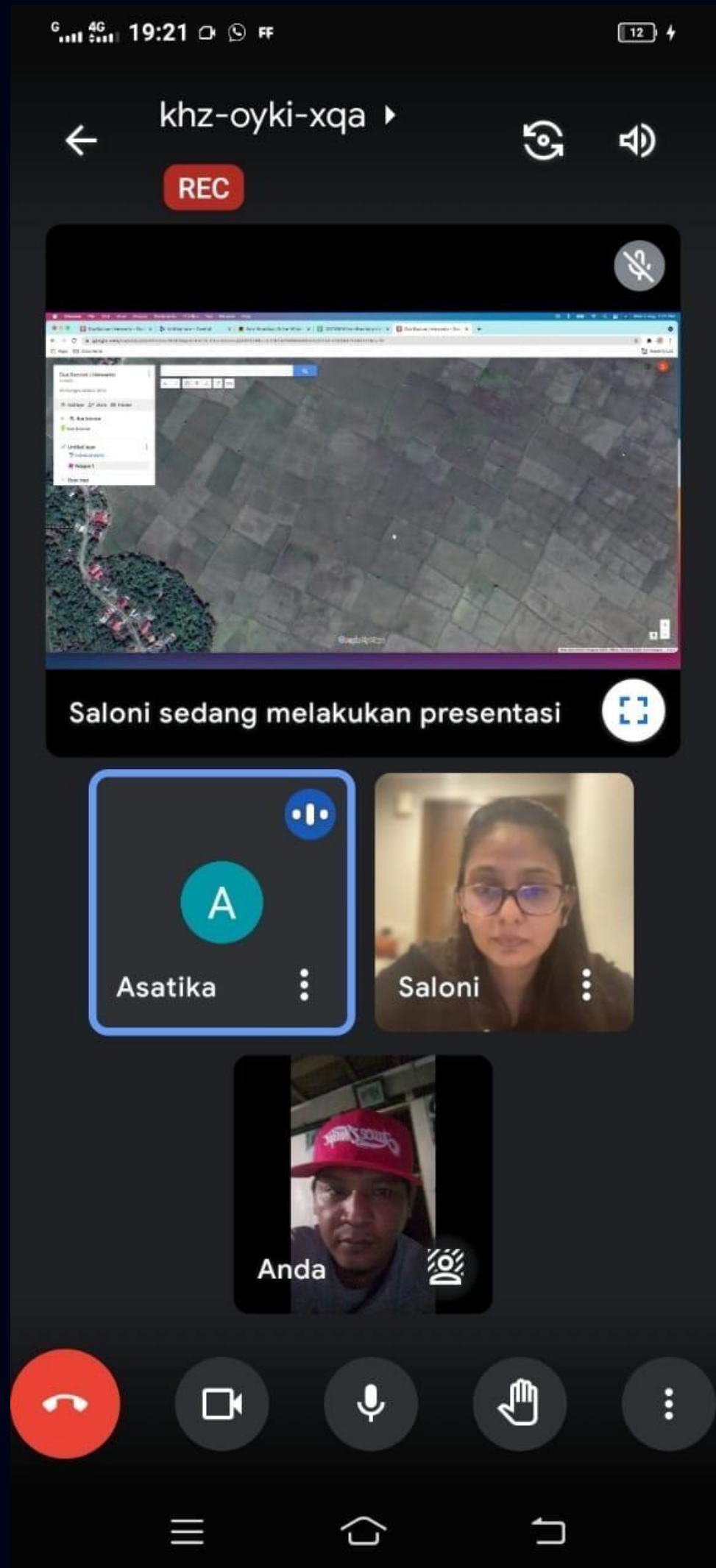
- **Market Research**
- **Usability Testing**
- **Market Analysis**
- **Usage & performance analytics**

**What does it
look like?**





It's a lot of meeting and talking to people ...



... and not always in person



It's look a lot like going into peoples houses and offices ...

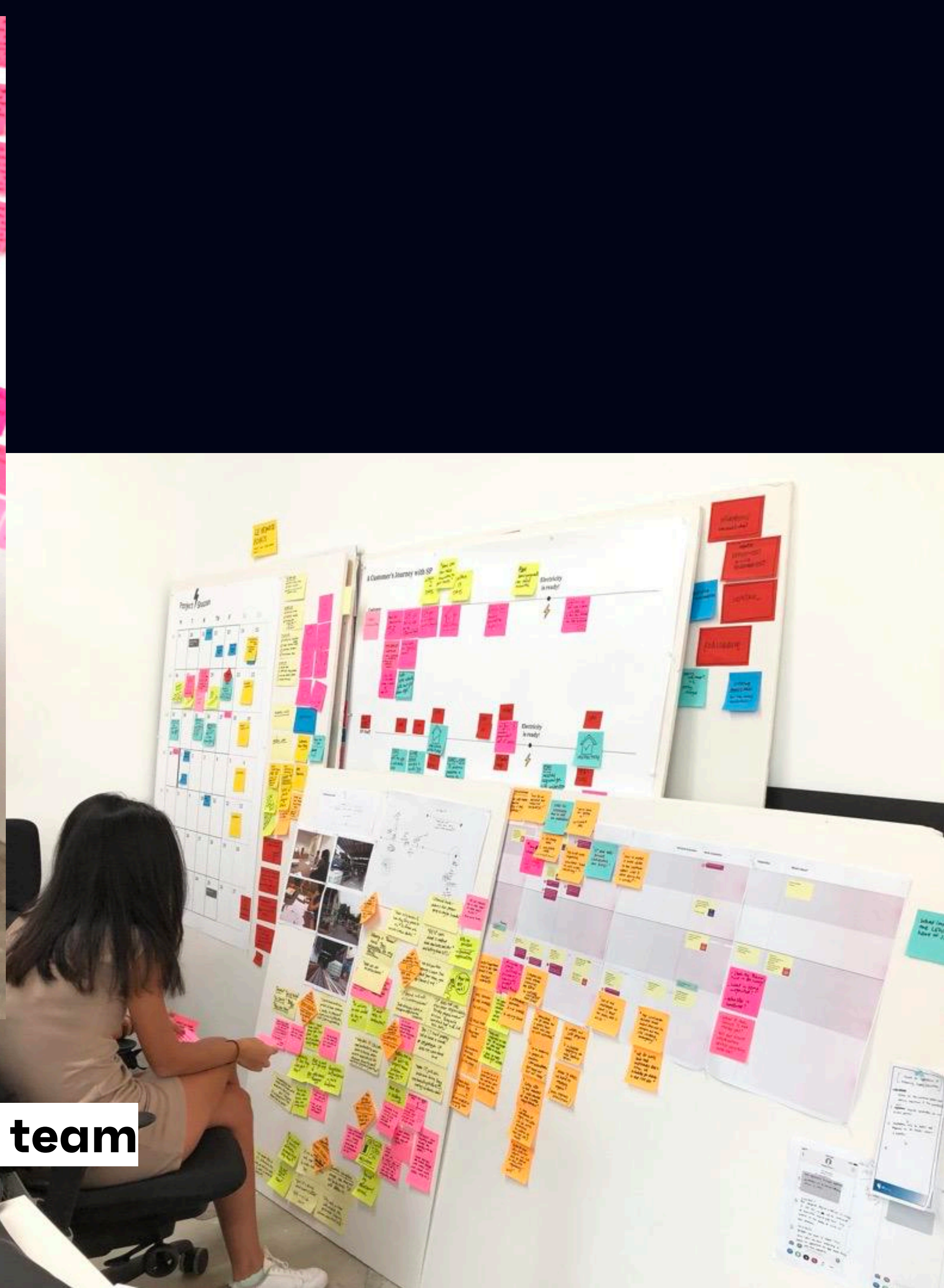


Construction sites and garbage collection sites

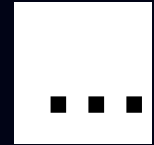
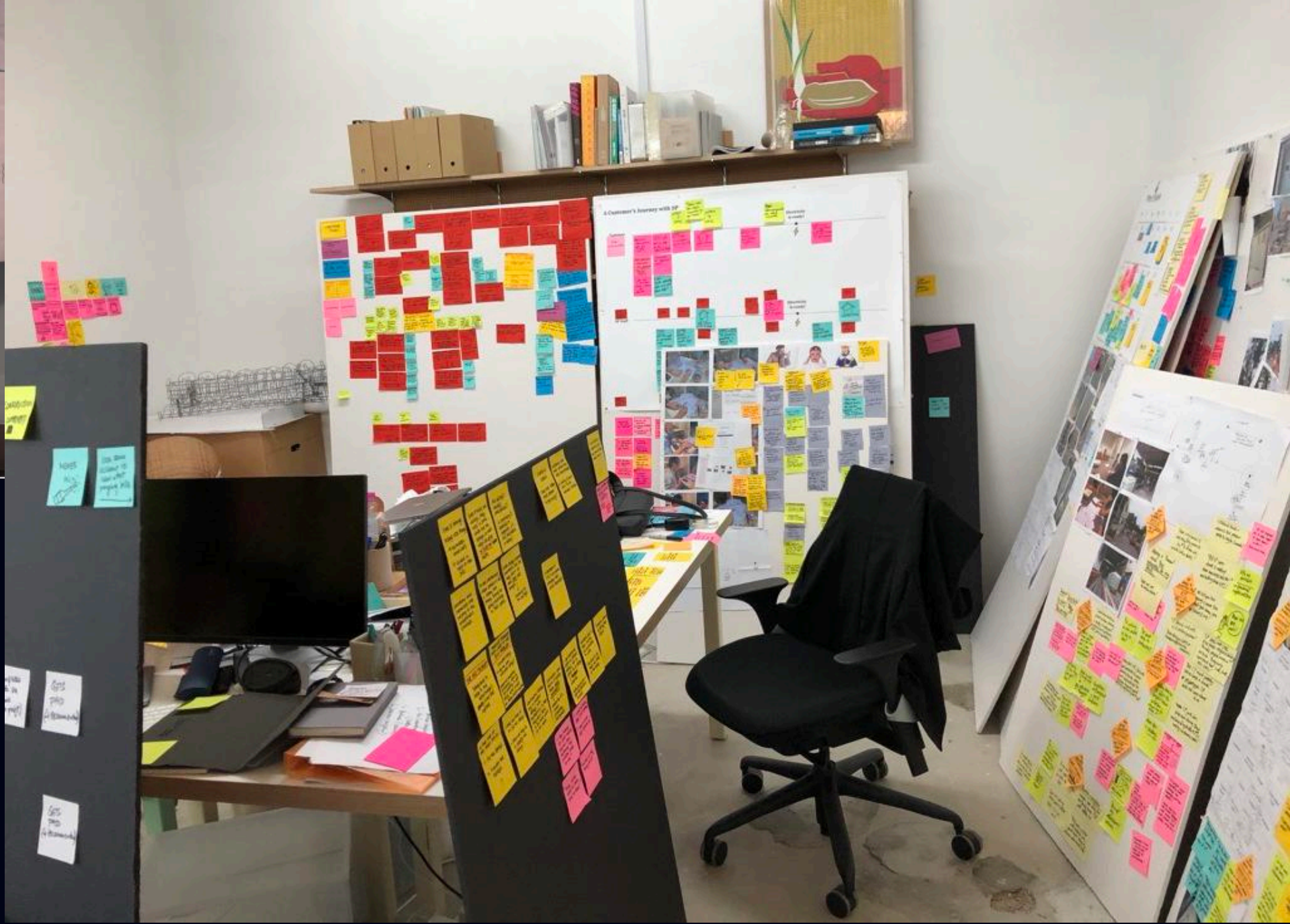
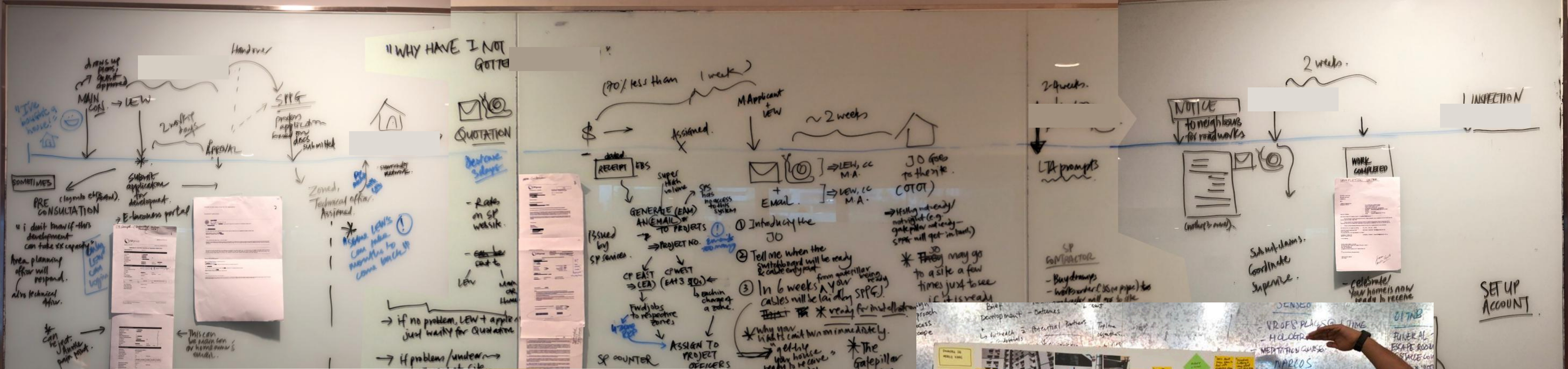


But it also looks like this ...

Putting yourself through the experience that others go through

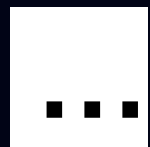


**Behind the scenes it's involves working closely with a team
With LOTS of boards (physical or digital...)**





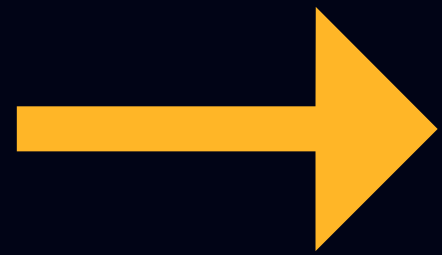
And it might drive you to do weird things to yourself ...



But ultimately, it's one of the most rewarding parts of a designers practice.

It has the potential to create the most impactful outcomes.

Why do it?



“Customers always know what’s wrong. They can’t always tell you what they want, but they always can tell you what’s wrong.”

- Carly Fiorina, CEO of Hewlett-Packard



**Displayed
Behaviour**

**Emotions
and Values**

Design Research helps you uncover the pains and needs of the users – the ones that matter. The ones that they won't be able to tell you about.

KNOWN KNOWNS

I know...

My users want
food delivery

KNOWN UNKNOWNNS

I know I don't know...

Would they use
an app or a
website or SMS
or a phone call?

UNKNOWN KNOWNNS

I don't know, but
somebody does...
and they ain't tellin'

??

UNKNOWN UNKNOWNNS

Who would have thunk?

!!



*Design Research get's you to the realities
that you don't even know about — because
you aren't the customer.*

“If any story is going to be good... we have to go through the feelings of the story ourselves. Nobody’s going to feel it if we don’t feel.”

It’s honestly not worth making a story if you’re not going to have strong feelings about it, if it’s not going to create empathy.”

- Ira Glass, Presenter



Faisal

42yrs • Type 2 Diabetes • Kidney Dialysis

Faisal was diagnosed with Type 2 diabetes when he was 20yrs old. Young, stubborn, without symptoms, and turned off by an un-empathic healthcare system, health was not a priority for him. Now he's on kidney dialysis 3 times a week, with an amputated toe, no job and living with his diabetic mum who also takes care of his bedridden father (stroke).

Research gives you the ammo to build your stories



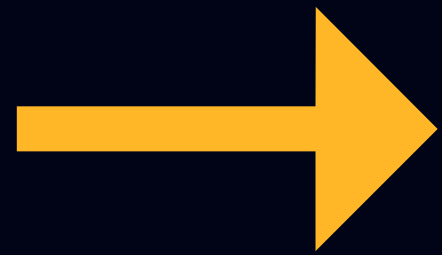
Bring stakeholders through the users journey through role-playing



Design Research makes you experience what it is like to live life like the people you are designing for, and then bring these stories with you to drive your problem solving.

- *Uncover the pains and needs of the users.*
- *Discover the unknowns.*
- *Build stories to drive your problem solving.*

The Process



The Design Process



**Research &
Discovery**

**Sense-Making
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The Design Research Process



The Design Research Process



Planning

This is a crucial stage where based on what your goal is, you decide who you might speak to, how you might be the best way to conduct your research, plan your research activities, schedule your research and create any supporting designs.

Conducting

Going through the research activities, interviews and recording everything that you can.

Recording research becomes almost as important as actually conducting research.

Sense-making

Synthesising your learnings into insights. This is where you will “sh** diamonds”.

This can be almost as long as the research phase itself and is the most cerebral of all work that you will do in the design process.

The Design Research Process



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The Design Research Process



Planning

Conducting

Sense-making

Storytelling

Giving your research the legs and wings it needs to really guide your design work in the long term.

3 Types of Design Research

- Immersive Experiences
- Analogous Inspiration
- In-Depth Interviews

Design Research 101

Welcome back!

How to conduct effective research to get to
insights beyond what people say

Immersive Experiences

By embedding ourselves in the experience through “fly-on-the-wall” in-context observations, we are able to stand in the shoes of the user and gain insight into pain points and unmet needs that people can’t always articulate.

Typical exercises include home tours, shop-alongs.



Attending a woodworking class



Home tour of a family with small kids

Analogous Inspiration

Sometimes inspiration comes from taking a step back from your world and turning your eyes elsewhere, drawing parallels where others have solved similar problems before.

This refreshes the way we look at and think about the challenge, and provides new avenues to design that we would never have thought about before.



Tapping into the rituals of tea to inform coffee drinking



Inspiring surgeons by taking them to a NASCAR pit

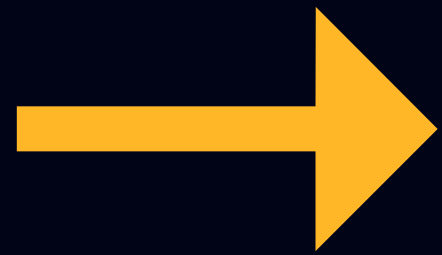
In-Depth Interviews

Through interviews, we can understand the hopes, needs and aspirations of the people we're designing for.

We go where they live, work and play to trigger discussions about mindsets, behaviors and lifestyle values. It may seem daunting, but you'll be amazed at how much people are willing to share their stories when we ask questions in a non-threatening and openly curious manner.



An exercise



*You've been listening to me for 30 mins,
what can you tell about me as a person?*

Research is making sure you are not just listening but also looking and understanding.

The Design Research Process



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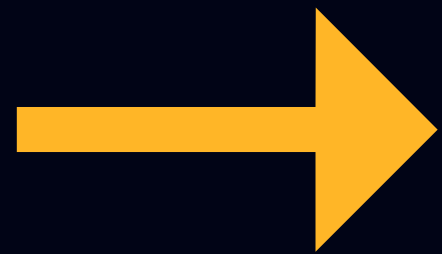
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Preparing for Design Research



What does preparation involve?

- **Defining the scope — who are you going to interview?**
- **Recruiting & Scheduling**
- **Research Roles**
- **Discussion guides**
- **Designing Sacrificial Concepts**

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Who are you going to interview?

Before you start, it's crucial that you spend some time to define your audience.

A few questions to guide you:

1. Who are the people/groups that are directly involved in or reached by your challenge?
2. Now add people or groups who are peripherally relevant, or are associated with your direct audience.
3. Think about the connections these people have with your topic. Who are the fans? Who are the skeptics? Who do you need the most on your side?
4. Who are the "extreme" users?

Extremes & Mainstreams

Designing a solution that will work for everyone means talking to both extreme users and those squarely in the middle of your target audience.

When recruiting people to interview, target both the big broad mainstream and those on either extreme of the spectrum. Talking to Extreme users can spark your creativity by exposing you to use cases, hacks, and design opportunities that you'd never have imagined.

*We are going to try and create a
research plan together.*

Your design goal:

In Singapore, caretakers of kids, often multiple kids, need to be out and about throughout the day. The days here can get very hot.

How might we design a solution to help them stay hydrated and cool?

Exercise

Who would you recruit for your research?

What does preparation involve?

- Defining the scope — who are you going to interview?
- **Recruiting & Scheduling**
- Research Roles
- Discussion guides
- Designing Sacrificial Concepts

Recruiting & Scheduling

This takes a lot more time than anyone expects

A tips:

1. Start well (2-3 weeks minimum) before you plan to conduct your research.
2. Reach out through your extended network.
3. Dedicate one person full time to this.

What does preparation involve?

- Defining the scope — who are you going to interview?
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Research Roles

This is not a 1-woman-job



Interview Lead



Scribe



Support

Tips:

1. This is too much for one person to do, but remember the more people in the research team, the more intimidated your subject might feel.
2. Experienced teams can make do with 2 people — which is better.

What does preparation involve?

- **Defining the scope — who are you going to interview?**
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Discussion guides

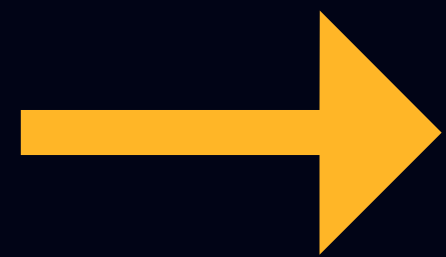
A discussion guide will make your life much easier and your interview much more effective.

1. **Relevant Project Info** — Goals and brief explanation of the project for researcher and team
2. **Welcome / Intro/ Warm** — Introduce yourself, thank them for agreeing to participate. An idea of what the session will be like, and what's expected of them. Easy questions about them (their life, hobbies, family)
3. **Topics** — Questions, exercises around what you'd like to find out from them
4. **Wrap Up / Thanks** — Close the session, thank them for their time and openness. Incentives (if any), and consent form. Review photos taken during the interview

What does preparation involve?

- **Defining the scope — who are you going to interview?**
- **Recruiting & Scheduling**
- **Research Roles**
- **Discussion guides**
- **Designing Sacrificial Concepts* — we'll cover these in the next section.**

Conducting Design Research



How do you conduct research interviews?

- **Active listening**
- **Some techniques**
 - Five Why's
 - Sacrificial Concepts
 - Role Play
 - Card Sort
- **Recording Research**
- **Post Research Debrief**

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Active Listening

“Most people don’t listen with the intent to understand, they listen with the intent to reply”

- Stephen Covey

Active Listening

Active listening refers to a pattern of listening that keeps you engaged with your conversation partner in a positive way. It is the process of listening attentively while someone else speaks, paraphrasing and reflecting back what is said, and withholding judgment and advice.

Active Listening

Levels of Listening



Active Listening

→ *I would highly recommend taking a course on this.*

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Five Why's

This easy research method will help you uncover the deep motivations and assumptions that underpin a person's behavior.

Sure, you may feel like a four-year-old asking "why" every time a person answers your previous question, but if you stick with it, and give the person you're interviewing the time, space, and permission to really go deep, you're likely to wind up with a few key insights.

Five Why's

Problem: Ran through a red light.

Why?

Late for work.

Why?

Woke up late.

Why?

Alarm clock broke.

Why?

Didn't check if it worked.

Why?

Forgot to do it last night.

How do you conduct research interviews?

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Sacrificial Concepts/ Probing Prototypes

These are basically conversation prompts that help the interviewee express themselves.

They are usually quick sketches depicting a “design possibility”.

They allow us to...

1. Bridge language or emotional barriers
2. Learn about your interviewee's preferences
3. Spur your interviewee's ideas and thoughts in a much more visual way than talking
4. Build together with your interviewee

Sacrificial Concepts



Sacrificial Concepts



Sacrificial Concepts

Showing (fake) posters about insurance to learn what farmers understand and what they care about



Sacrificial Concepts

Exercises created to help farmers express things that are hard to just say in words



Sacrificial Concepts

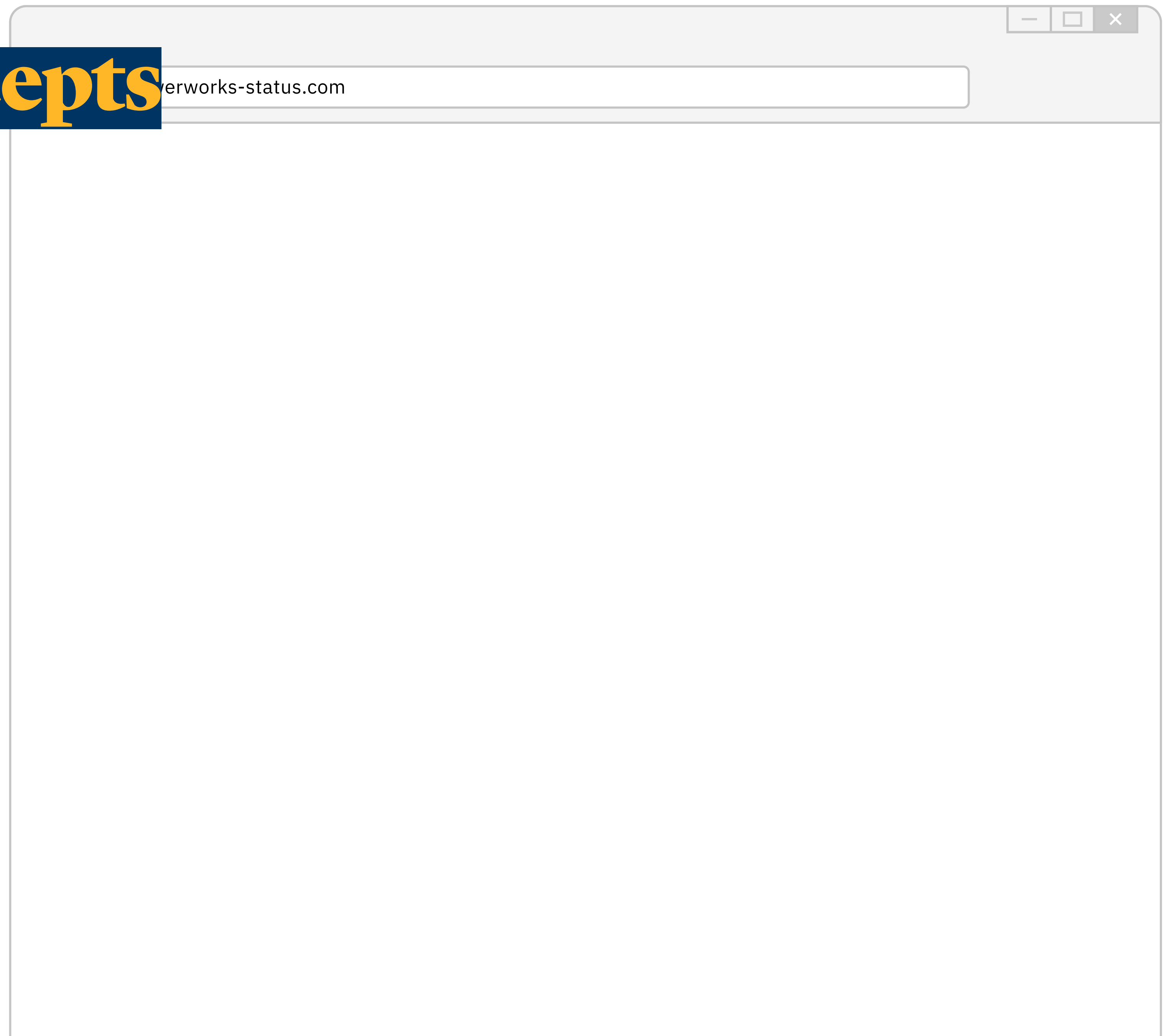
GET YOUR
POWER
IN 3 EASY
STEPS!

- 1
- 2
- 3

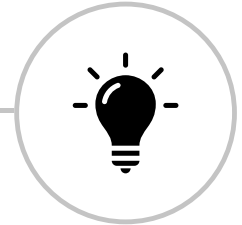
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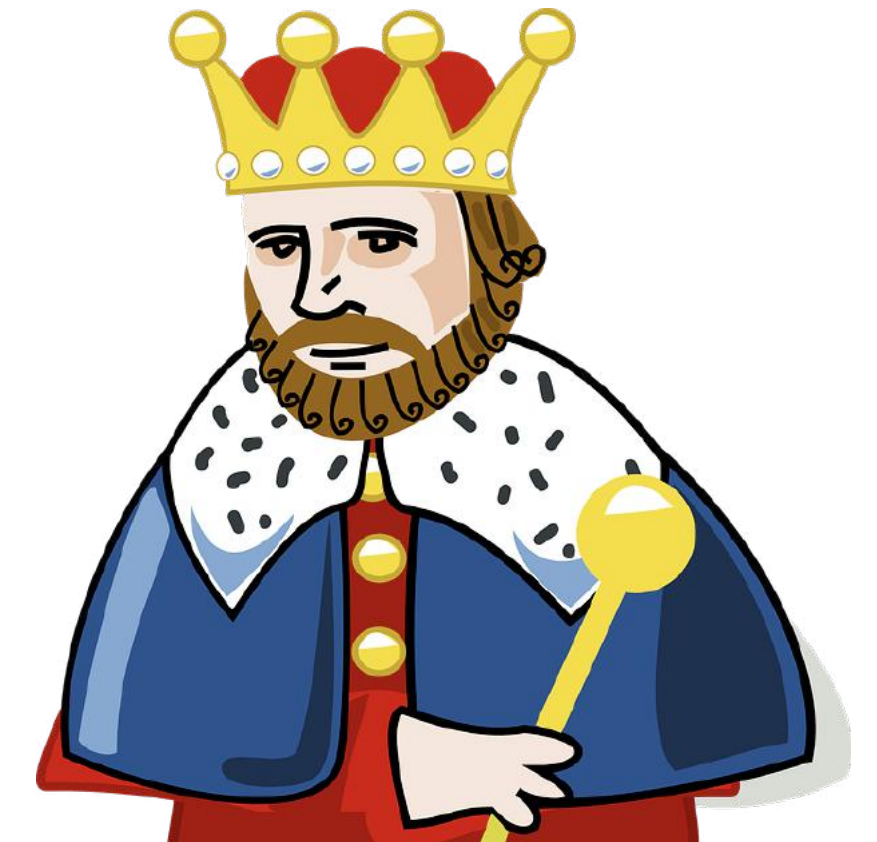


Sacrificial Concepts



Lights
are on!

Sacrificial Concepts



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Recording Research

Recording research is almost as important as doing research — it allows you to help others connect with what you experienced.

Recording Research

CAPTURING INTERVIEWS



Hands

What they are doing



Mouth

What they are saying



Eyes

What they are feeling



Surroundings

Their context

Recording Research

CAPTURING ECOSYSTEMS



People



Tools



Processes



Places

Recording Research

Recording research is almost as important as doing research — it allows you to help others connect with what you experienced.

Tips:

1. If taking photos or videos, take way more than you think you “need”.
2. Go high res.

Recording Research

What to take with you?

1. Notebook

1. Observations
2. What is happening here? Why?
3. Who are the people who come here? What are they like?
4. What makes this great? What's missing?

2. Camera

A picture (and video) paints a thousand words. Capturing the sights and sounds through photos and videos also aids your storytelling later, adding a layer of richness to bring your subjects to life.

Ask yourself: what are the shots we need to help us tell a good story?

How do you conduct research interviews?

- **Active listening**
- **Some techniques**
 - Five Why's
 - Sacrificial Concepts
 - Role Play
 - Card Sort
- **Recording Research**

Research is hard work that creates a huge impact, but also allows you to experience things you never would have. So remember to have fun and learn as you go!



Questions?

Thank you!

Nav Pawera

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<https://tally.so/r/m04083>