

DESIGN RESEARCH 101

PDG B-5

User Experience Needs Assessment

THE RESEARCH TEAM



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& Project Lead



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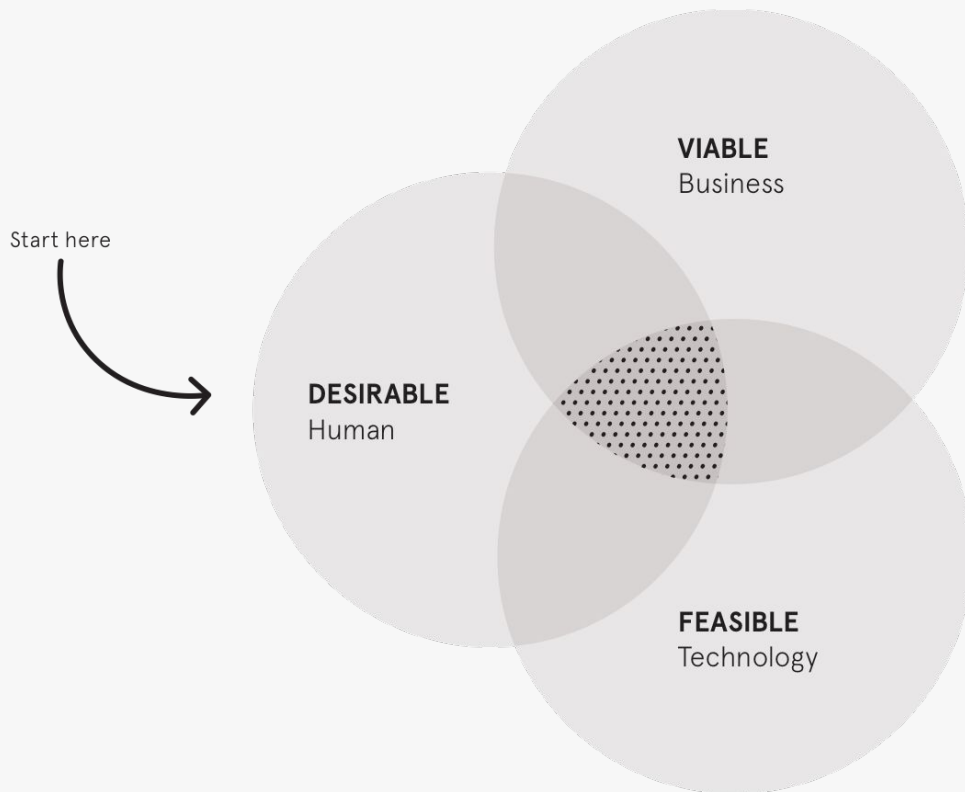


Nadia
Design
Researcher



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Portfolio
Director

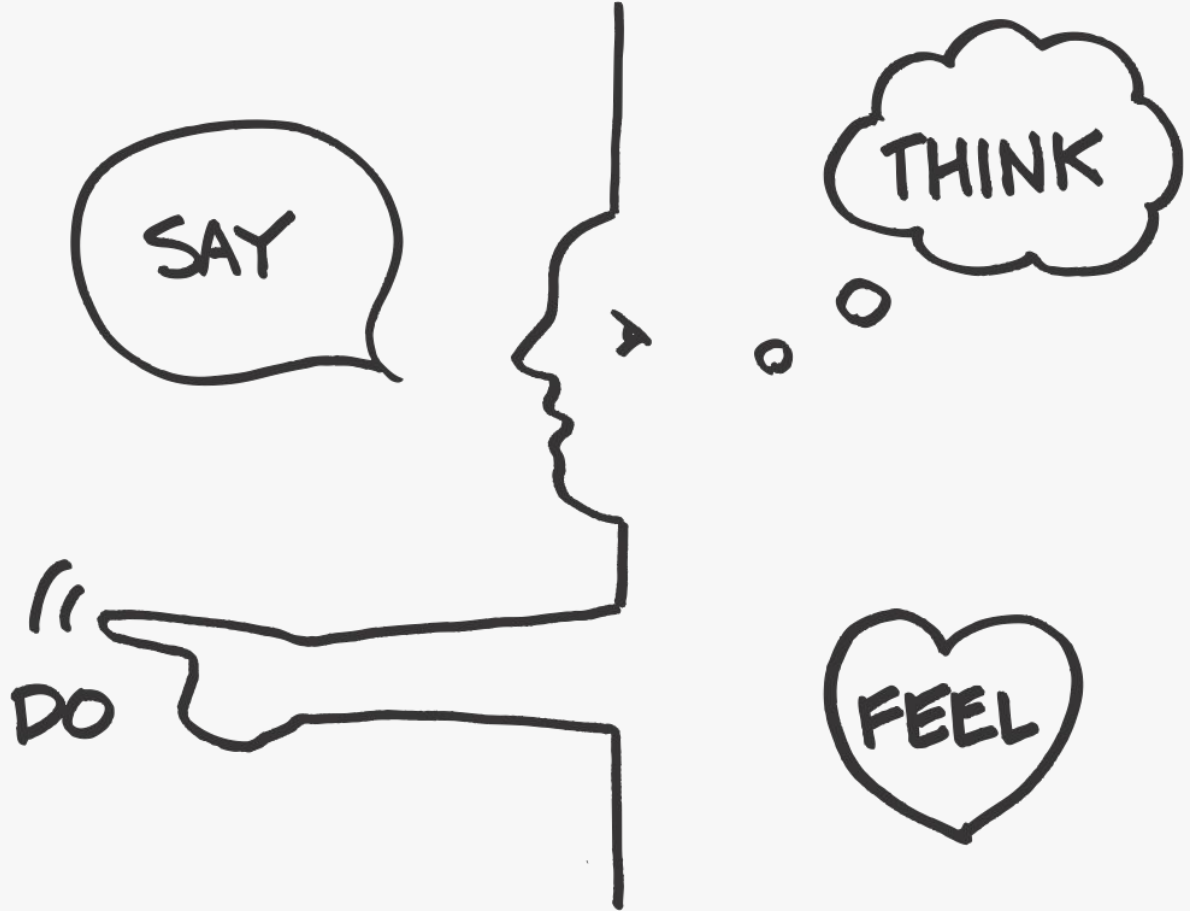
OUR DESIGN BEGINS WITH PEOPLE



WHAT IS DESIGN RESEARCH?

Activities that build empathy and uncover insights into human behavior that inform, inspire, and fuel design throughout a project. Our approach is to go deeper than words, relating explicit to implicit.

Ultimately, we're looking more for *inspiration* than *information*.



DESIGN RESEARCH IS *NOT* MARKET RESEARCH

TRADITIONAL MARKET RESEARCH

Improve existing things

Explicit needs reported

Market segments

Artificial settings

Static interviews

Inform maintenance

DESIGN RESEARCH

Inspires new possibilities

Latent needs revealed

Individuals

Natural context

Dynamic conversations

Inform creation

WE ARE INCLUSIVE

To get the most from our research, everyone participates—from parents to early learning providers to policy makers—to create shared experiences. When we seek out who to learn from, we look not only through the lens of experts, but those on the ground.



WE IMMERSE TO BUILD EMPATHY

We embrace a deep, anthropological approach to develop a connection with the cultures, attitudes, and behaviors of people. The best way to understand the people you're designing for is to put yourself in their shoes.



WE PRACTICE ACTIVE LISTENING & PASSIVE OBSERVATION

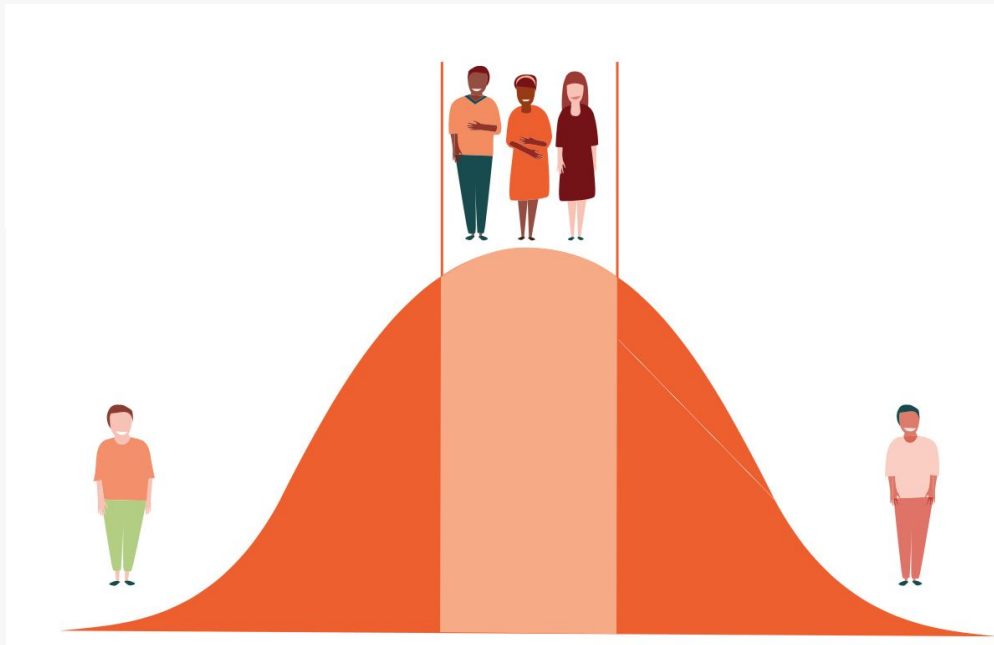
Rarely do we use one-way mirrors. Instead we visit people in natural contexts to engage in sincere conversations and look for evidence that helps us understand people's needs. We observe to understand the "say/do" gap and derive insight into what people can't articulate.



WE SEEK OUT EXTREMES

We look to the edges to spark new ideas

We look at what we call “extremes” — people and organizations outside the mainstream. This enables us to gather insights quickly because people who are at the edges often have exaggerated desires and behaviors; they magnify needs that also exist in the mainstream that aren’t as visible.



WE BUILD TO THINK

All ideas have tangible components. We build early and often to bring our ideas and hunches to life, as to put them in front of people in real contexts for valuable feedback. We use this feedback not to validate, but to refine and iterate.



WHAT WE'LL DO IN THE FIELD



IMMERSE & OBSERVE

We will visit families and early learning settings to understand the needs and challenges of those on the ground.



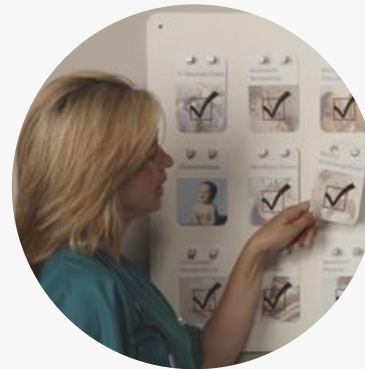
PROMPTS & STIMULI

We will use tools, such as card sorts or journey maps, to help people communicate their attitudes.



SACRIFICIAL CONCEPTS + CO-DESIGN

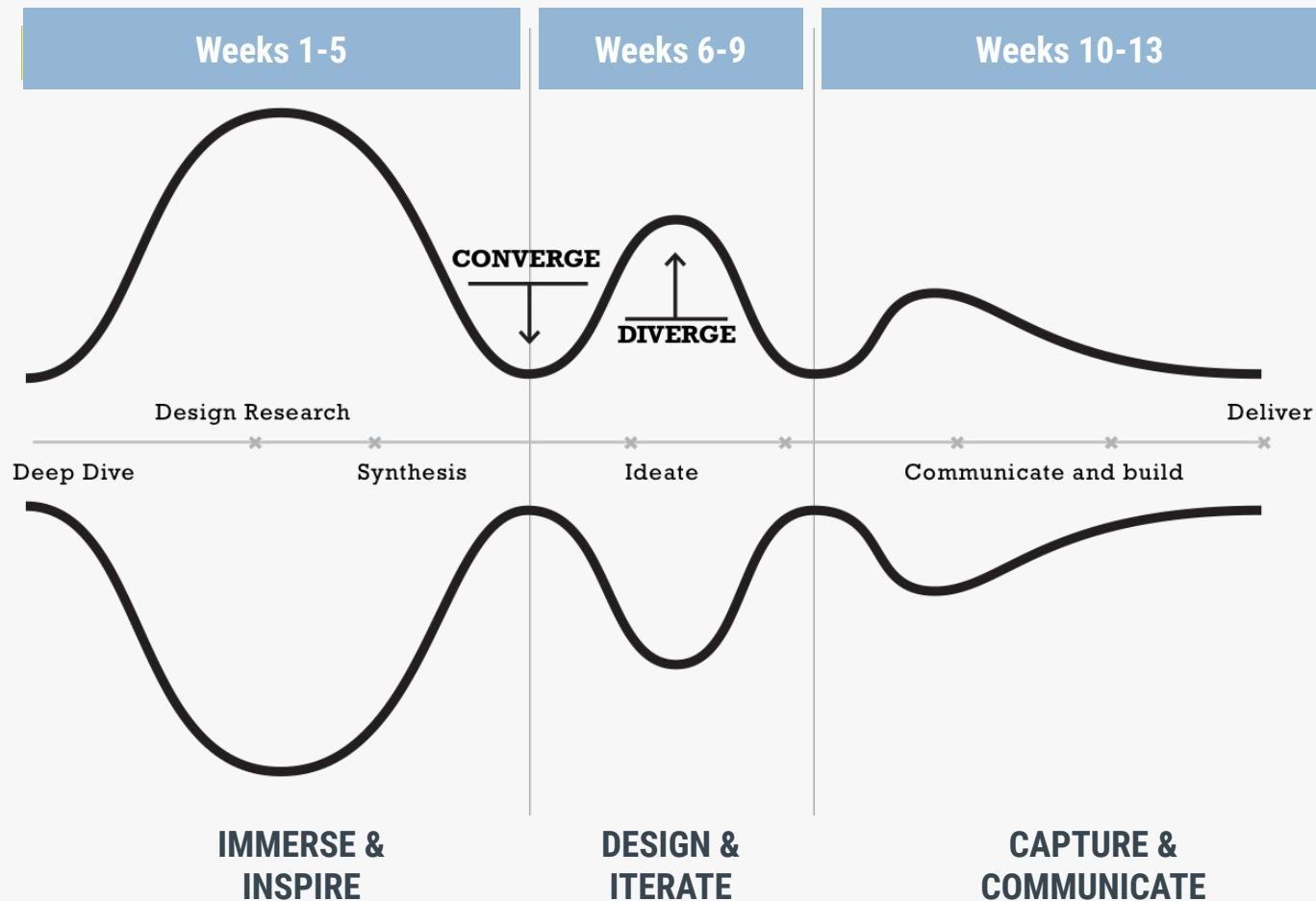
We will show early concepts and encourage ongoing engagement with people to build ideas together.



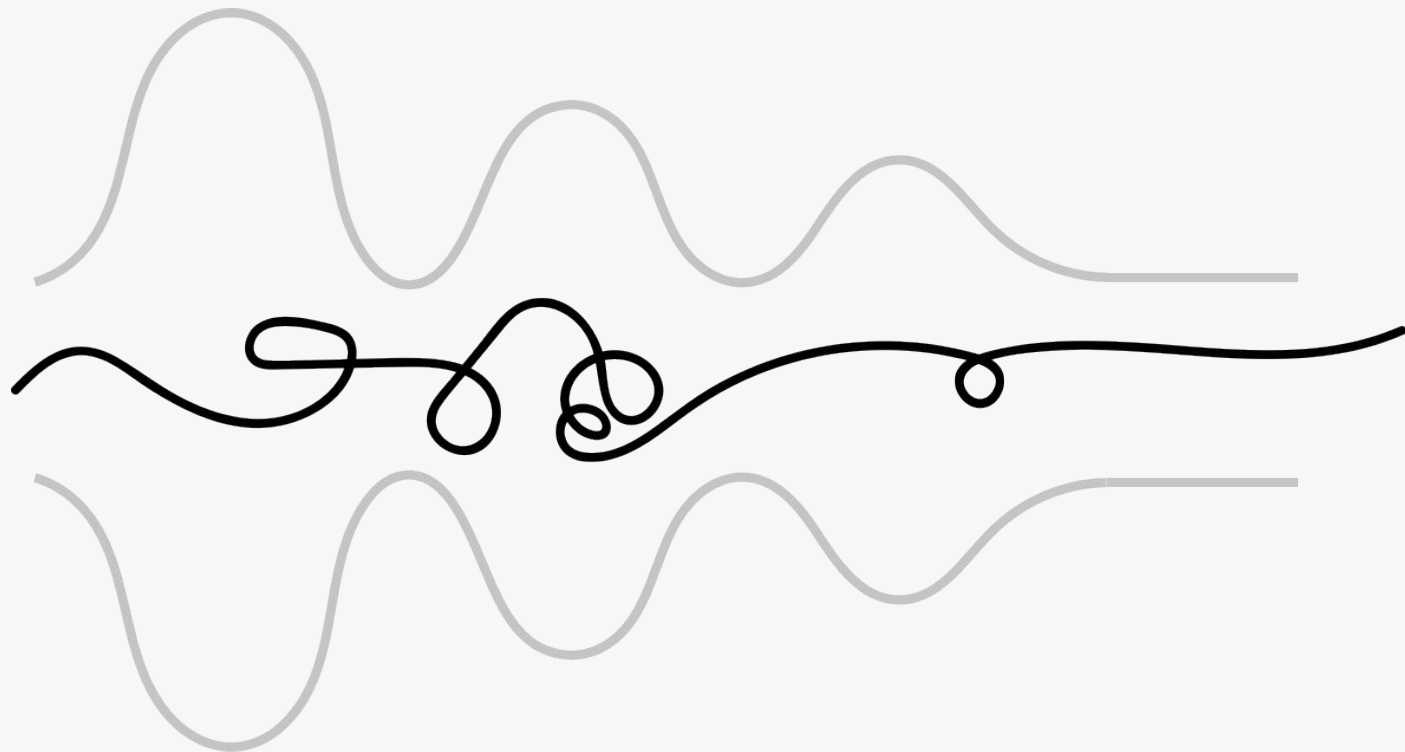
EXTREME + ANALOGOUS

We will look in unexpected places to find people pushing the mainstream or getting creative in tangential areas.

OUR PROCESS



WHAT IT FEELS LIKE



PROJECT CALENDAR

1 Week of July 9th	PLANNING <ul style="list-style-type: none"> + Project Kickoff + Research planning and recruiting
2 Week of July 15	IMMERSE & INSPIRE <ul style="list-style-type: none"> + Looking Out interviews with experts + Create sacrificial concepts
3 Week of July 22	IMMERSE & INSPIRE <ul style="list-style-type: none"> + Field research with families & professionals + Looking-In interviews with stakeholders + Expert interviews + Set up remote or survey research + Research Snapshot Meeting
4 Week of July 29	
5 Week of August 5	IMMERSE & INSPIRE <ul style="list-style-type: none"> + Begin to synthesize insights
6 Week of August 12	DESIGN + ITERATE <ul style="list-style-type: none"> + Identify opportunity areas + Create journey map/moments that matter + Translate ideas into early concepts + Plan insights + opportunities meeting
7 Week of August 19	

Team in Delaware

8 Week of August 26	DESIGN & ITERATE <ul style="list-style-type: none"> + Insights + Opportunities Meeting + Feedback sessions with families and stakeholders
9 Week of September 2	DESIGN & ITERATE <ul style="list-style-type: none"> + Synthesize feedback + Refine concepts based on feedback on early concepts + Align on storytelling narrative
10 Week of September 9	CAPTURE & COMMUNICATE <ul style="list-style-type: none"> + Story gathering in the field
11 Week of September 16	CAPTURE & COMMUNICATE <ul style="list-style-type: none"> + Synthesis + Refine design + Refine storytelling narrative + Develop final deliverable
12 Week of September 23	
13 Week of September 30	CREATION <ul style="list-style-type: none"> + Final meeting(s) with stakeholders + Incorporate any final feedback