



# *Design Research Methods*

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## Activity: Choose Your Design Challenge !

### Form groups of 3-4

**1|** In your groups choose a service experience to explore further in next week's session on Design Research. You can choose one of the service experiences you shared earlier during role play or something different (ex. filing taxes, biking, or accessing daycare).

**2|** The person(s) who had the first hand experience will be your focal point for understanding the issue at hand. Make sure atleast 1-2 team members had first hand experience with the casestudy you choose and that they are comfortable sharing.

**3|** In your group, **fill out questions 1-4 of the worksheet on page 86 of the Toolkit** to frame your initial challenge and **choose a fun team name** for your group. Each group will have a chance to read their question and team name outloud to the room.

### For Next Week...

I will share a brief presentation to guide exercises, rest of the class will be a worksession where you will interview each other and build stories to share. Its highly recomend-ed that you read chapter 2 (finding inspiration pg 25-37) and 3 (insights and ideas pg 37-49) in the Nesta/Ideo toolkit before next week.

# Design Research Principles

## **Responsible & Ethical**

- Get permission from our participants
- Respect what they share with us

## **Curious & Observant**

- Ask questions
- Record what we hear

## **Critical & Creative**

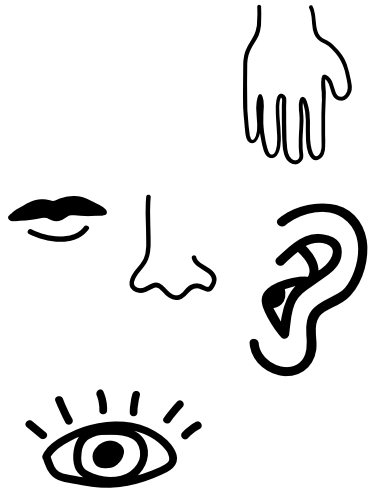
- Look for similarities and differences in what we observe
- Tell a story about what we find to others

# Inclusive Design Research

**Designing with everyone in mind to ensure they can access, use and benefit from the products and services they use. Inclusive design extends to every stage of the design journey from user recruitment to synthesis.**

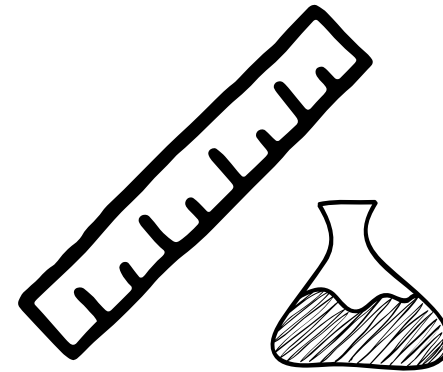
*-Snook, Shareable Practices for Inclusive Design Research*

# Design Research Approaches



## Qualitative

Using senses to gather information



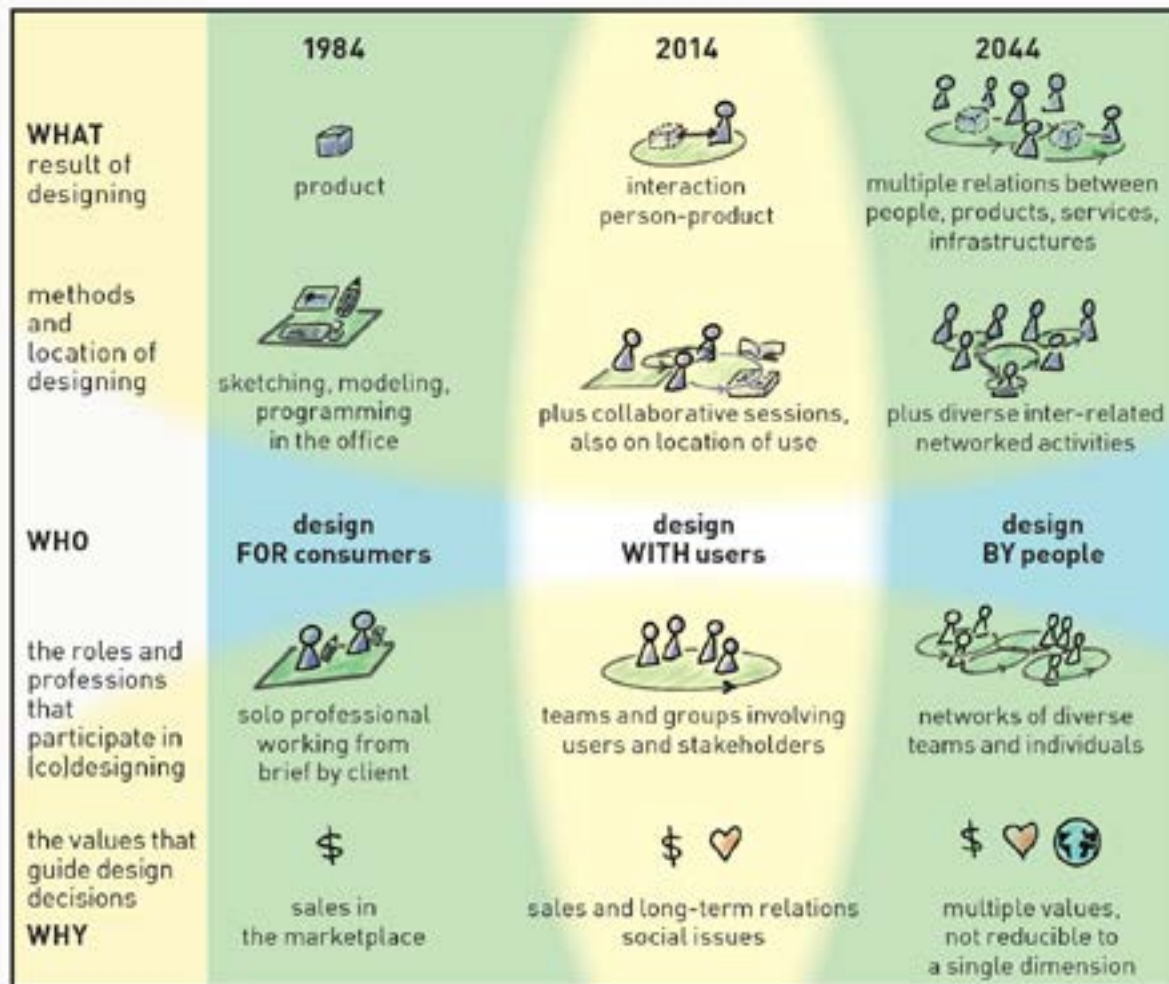
## Quantitative

Using measurable instruments to gather information

**The best thing about analytics is that they can show us what people do on their own. The worst thing is that analytics don't tell us much about context, motivations, and intent.**

*—Pamela Pavliscak, 2015, Data-Informed Design Understanding data to achieve great user experiences*

# Evolution of Design Research



*Sanders and Jan Stappers (2014)  
From Designing to Co-Designing  
to Collective Dreaming: Three  
Slices in Time*

# Knowledge is Layered

## Explicit

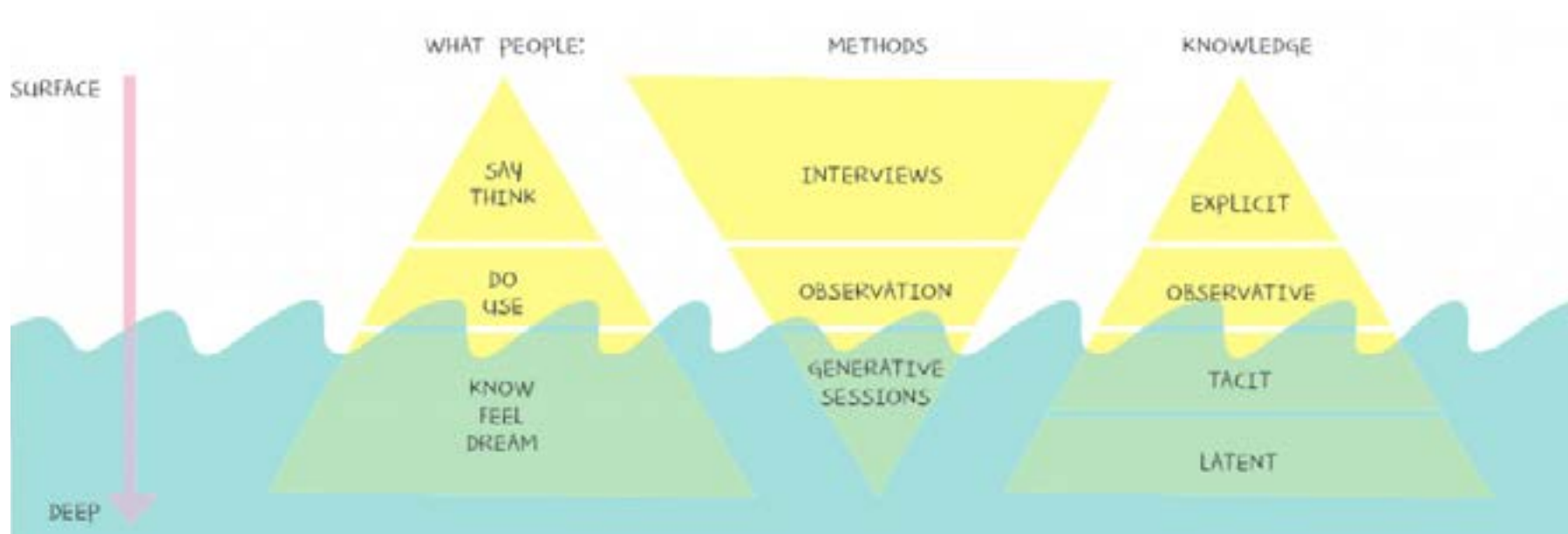
knowledge that can be readily articulated, codified, accessed and verbalized. It can be easily transmitted to others.

## Tacit

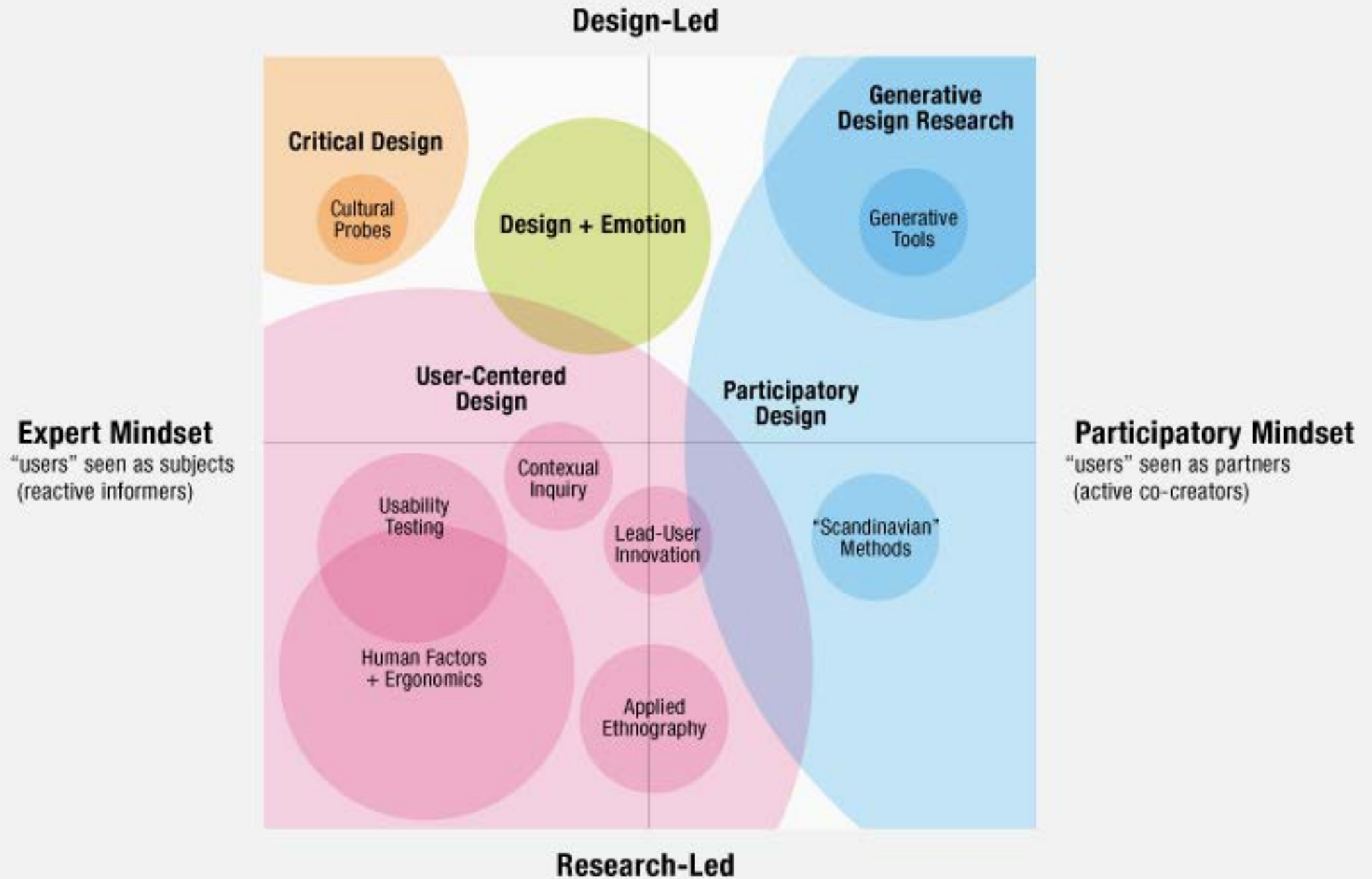
knowledge that is difficult to transfer to another person by means of writing it down or verbalizing it.

## Latent

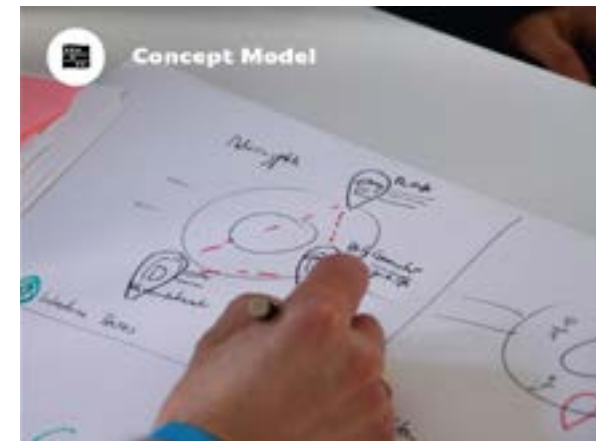
knowledge that we have that we have not yet harnessed.







# “The Medium is the Message” -Marshal McLuhan



*Images & Slides Captured from Service Design Berlin, Bringing Ideas to Life Presentation at SDN Germany Conference, 2012*

# Preparation & Planning

## Identify Your Questions and Objectives.

What are you evaluating? what do you hope to learn?

What are your research questions?

How will your method help to inform your project?

## Identify Your Sample, Date, Time & Location

Who is your population?

How many participants?

Consider time and location convenience for participants

## Identify Recruiting Channels

Online/Offline

Are you familiar with potential participants or a complete stranger?

## Research Ethics

# Designing Questions

## **Structured:**

Pre-defined topics, themes & questions

Ex. Is Failure Negative? Yes/No

## **Semi Structured:**

Predefined theme & topic, open ended questions

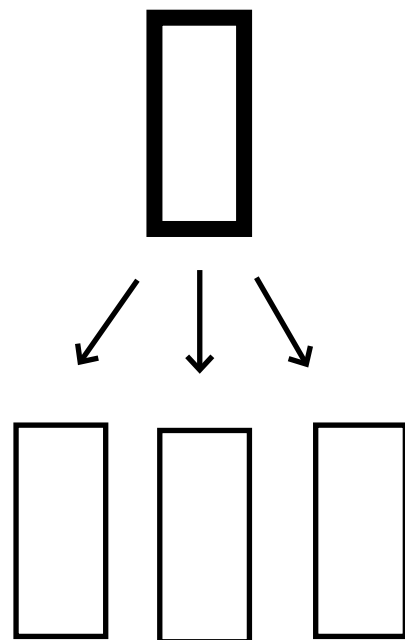
Ex. Can you share a situation with the group where you've experienced failure?

## **Unstructured:**

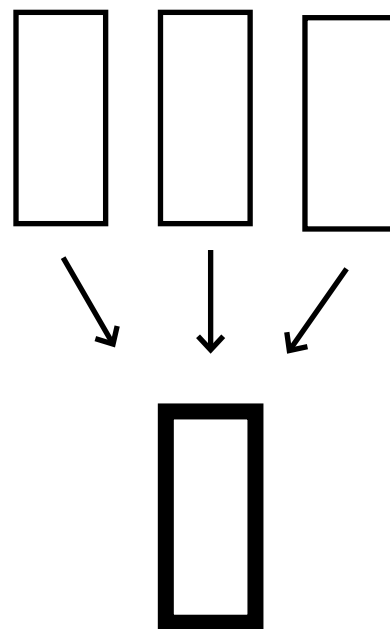
Predefined topic, open ended themes and questions

Ex. What themes would you like to discuss about failure?

# Analysis



# Synthesis



**We'll never know how the world “really” is. We'll always have to construct what we think the world is . . . and humans do this by telling stories.**

*- Jerome Bruner*

# A Culture of Synthesis

Challenge Constraints

Be Playful

Create Flow

Use Visual Thinking

Changing a Prohibitive Culture

# Why Visual Thinking...

**“One of the most basic principles of making meaning out of data is to externalize the entire meaning-creation process. By taking the data out of the cognitive realm (the head), removing it from the digital realm (the computer), and making it tangible in the physical realm in one cohesive visual structure (the wall), the designer is freed of the natural memory limitations of the brain and the artificial organizational limitations of technology. Content can now be freely moved and manipulated, and the entire set of data can be seen at one time”**

-John Kolko, 2010



# Visualization Can...

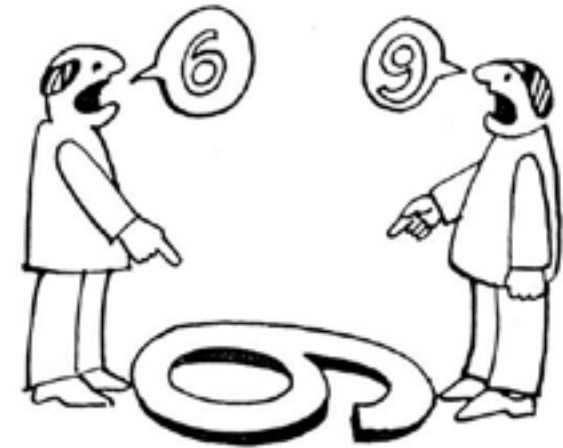
Aid comparison

Show changes over time

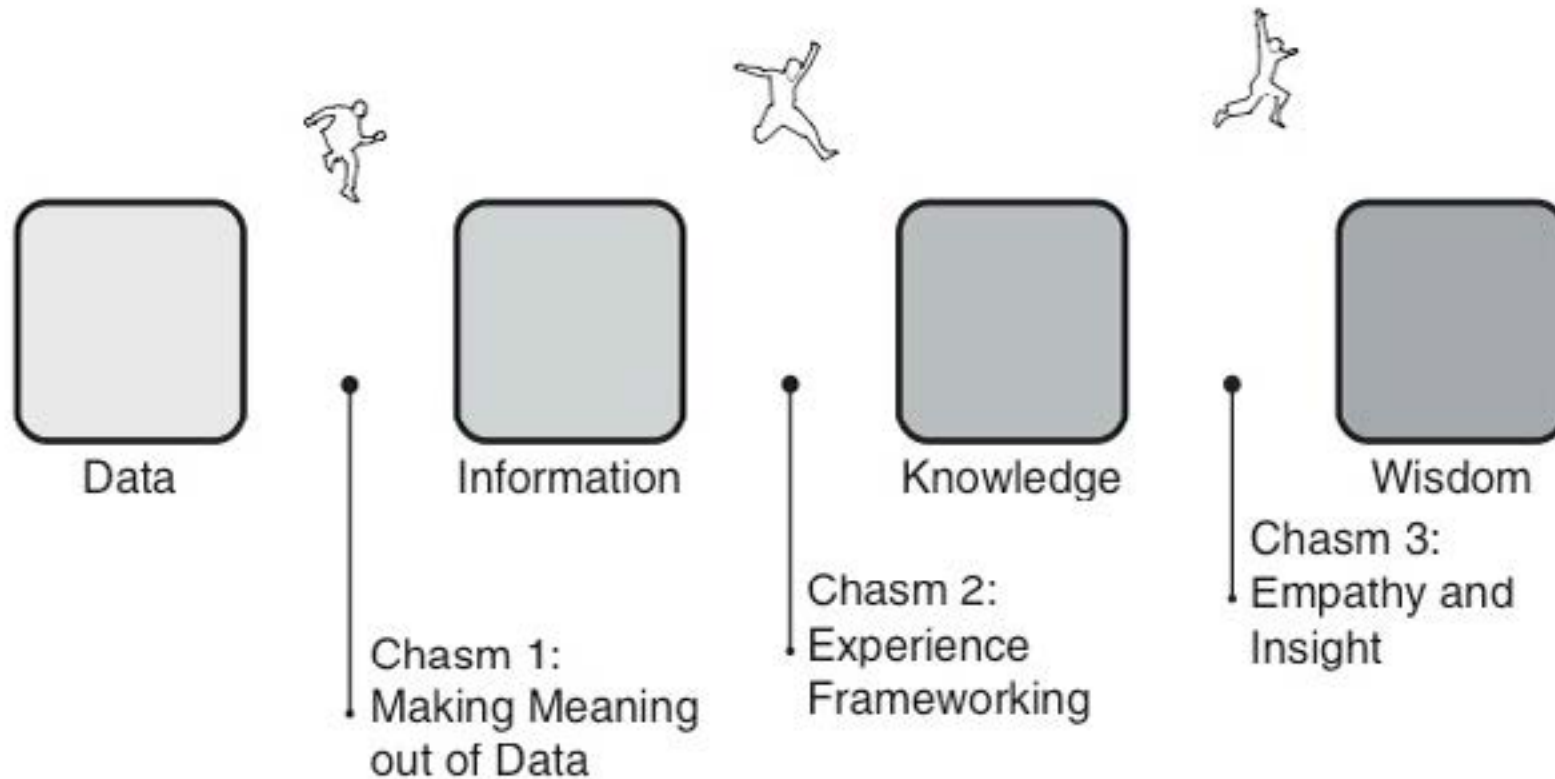
Be used to describe relationships

Make ideas more concrete

Connect ideas to create new meaning



# Empathy is the Key to Wisdom



# User interview discussion guide

— Getting inspired, page 30

IDEO

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Nesta...

There are several ways to approach users in order to capture their experience of a product, service or situation. Use the variety of methods set out in this worksheet to uncover the your users' perspectives.

## Show me

If approaching a user in their own environment, ask him or her to show you the things they interact with (objects, spaces, tools, etc.) or have them walk you through the process in question. Capture pictures and notes to jog your memory later.

## Think aloud

As they perform a process or task, ask users to describe aloud what they are thinking. This helps uncover their motivations, concerns, perceptions and reasoning.

## Draw it

Ask participants to map out their activities and experiences through sketches and diagrams. This is a good way to debunk assumptions and reveal how people perceive and order their activities.

## Be specific

People often generalise about what's typical and leave out rich important details. Instead, ask people to talk about a specific period of time. Instead of what's your typical day like, ask them what happened yesterday.

# Concept capture sheet

— Developing insights and ideas, page 47

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FOR  
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Once you have produced several ideas, it's time to refine them into fully fledged concepts, concepts that you are able to test. Use this worksheet to develop these concepts so that you can present and communicate them in a tangible way.

What is the name of your concept?

Describe your concept:

How does your concept work?

Who is the target user?

What value would it bring to the organisation?

Are there any anticipated barriers/challenges to your concept?

What are the key factors for success?

Draw your concept:

*What is Service  
Design Thinking?*