

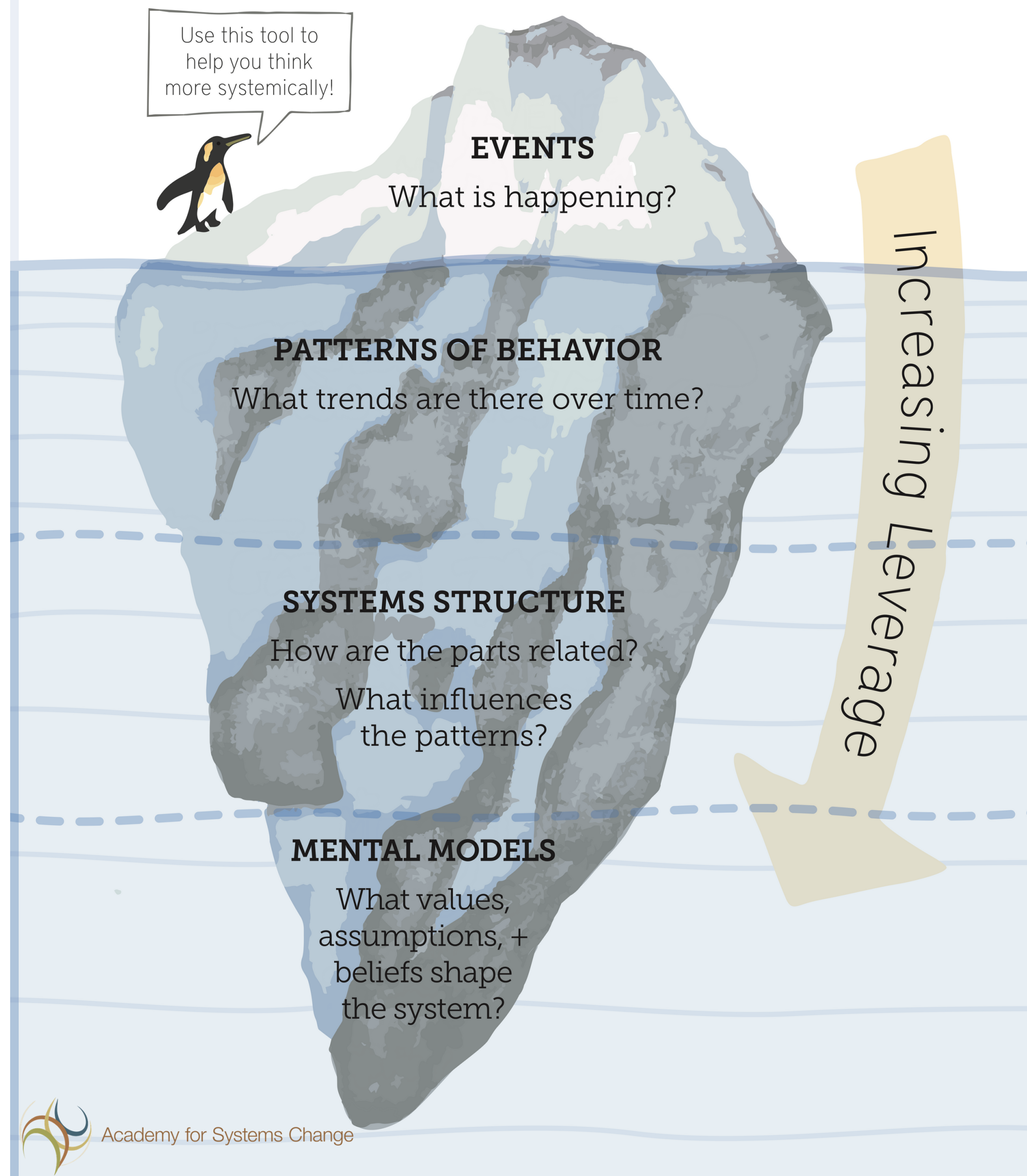
Starting your research

8 February 2024 | Denise Ramzy

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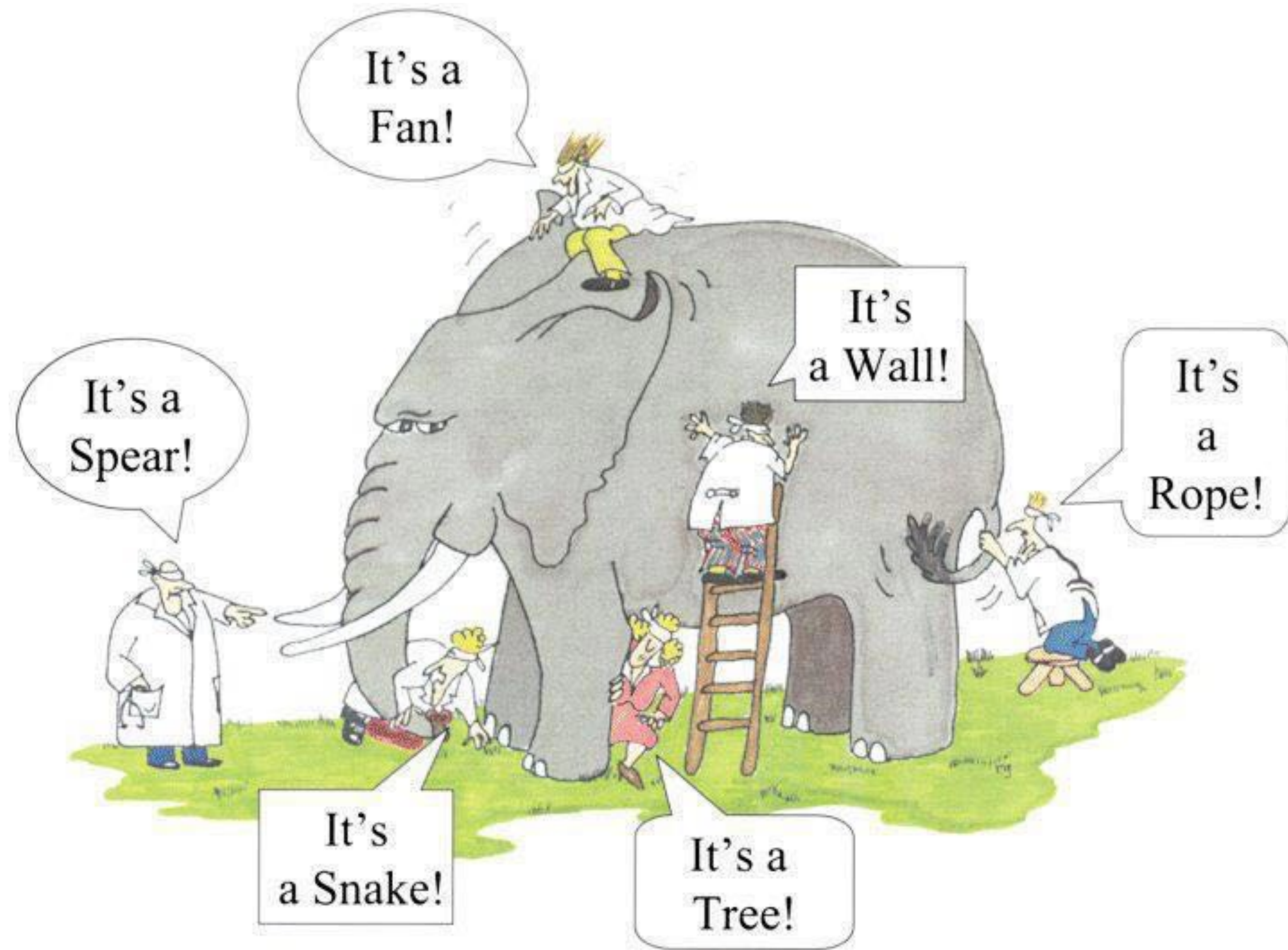
Don Norman

THE ICEBERG MODEL



None of us see the system. We see our own part based on our own background and history. And we all think we see the most crucial part.

-Peter Senge



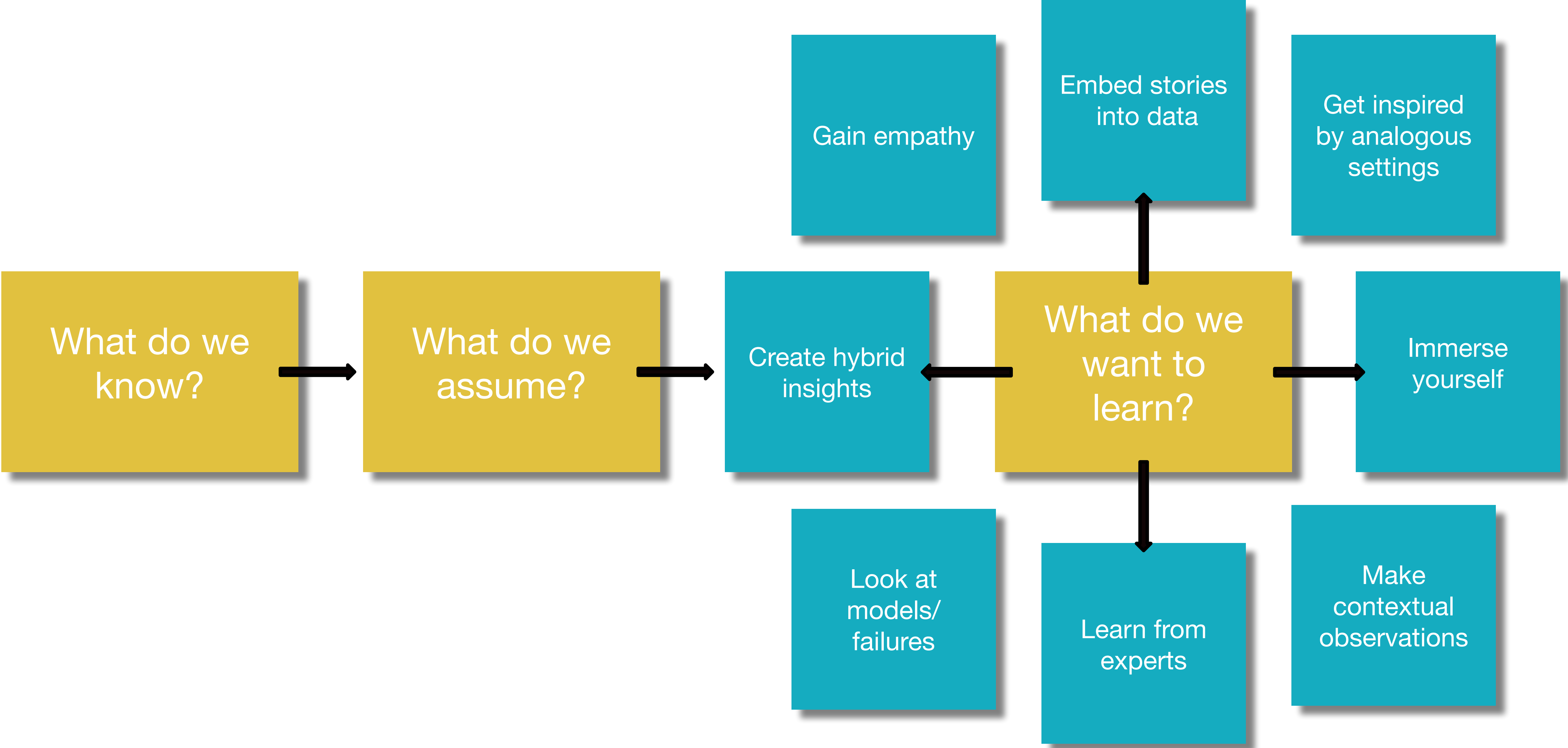
Purpose of (Design) Research

To **understand** the real issues

To **gain insight** that will **translate to opportunity**

To **justify** your decisions (to clients, colleagues, community)

Research Activities



ASSUMPTIONS

QUESTIONS

SELLERS
TRAVEL
DURING
WEEKDAYS
ONLY

users
work
in-flight
to save
time

business
travelers
will go there
and back in
one day when
possible

working
efficiently
is most
critical
element of
travel

New sellers
don't have
travel perks
yet

IN-FLIGHT
INTERNET
IS ESSENTIAL
FOR PRODUCTIVE
WORK

USERS
PRIMARYLY
WORK ON
LAPTOP IN
FLIGHT

BUSINESS
TRAVELERS
WILL PAY
XTRA BECAUSE
COSTS EXPENSED

SELLERS
TRAVEL
ALONE
TO PITCH

Users typically
travel
domestic
for client
work

How much
immediately
pressing work
do sellers do
in-route to
client sites?

How do
sellers
prioritize
their time
when
traveling?

WHERE DO
BUSINESS
TRAVELLERS
SPEND THEIR
TIME BEFORE
FLIGHT BODIES?

Do users
prefer to
combine their
work + personal
work?

What
specific
tools do
business users
prefer?

What kind
of sellers
hard to
communicate
constantly with
their team?

How early
do users
arrive @
air port?

WHAT TYPE
OF CLIENT
INTERACTIONS
JUSTIFY
INTERNATIONAL
TRAVEL?

Hybrid Insights

Collect quantitative research to
supplement and support your qualitative research.

Use secondary research to get facts and figures to
understand the context of your challenge.

Integrate **personal stories** with **big data**.

Stakeholders

Stakeholders are individuals or groups who either have the power to affect, or are affected by, what you are trying to solve, improve or create.

Define your Audience

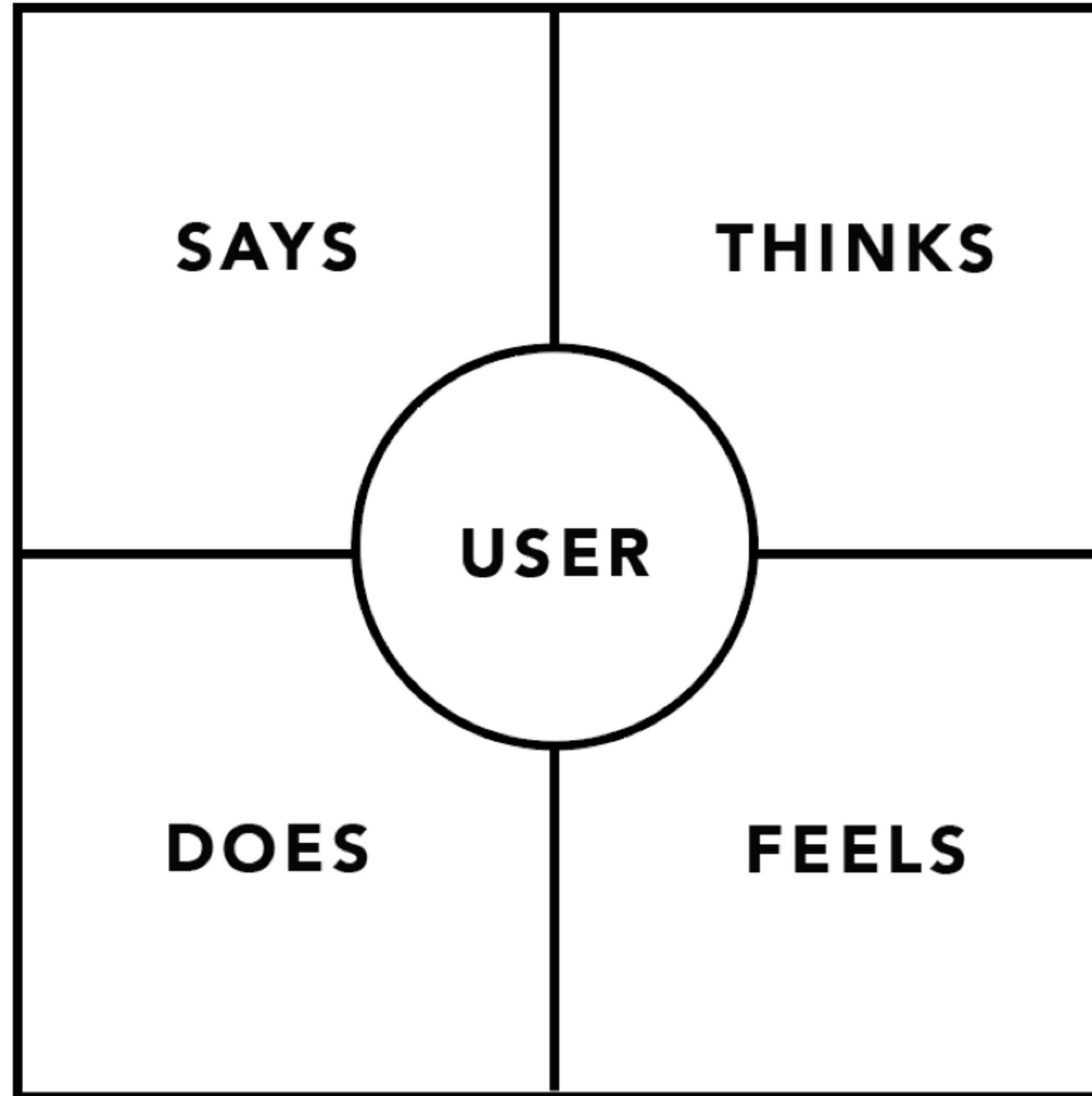
Don't just talk to anybody, talk to the right people. Understand who you are designing for:

- Whom do you want to reach?
- Who are the people directly involved?
- What connects them with your challenge?
- What are their needs, context and history?
- Who might be your external partners?

Empathic Interviews

- **Explain your goals** and why you are conducting the interview
- **Make participant feel comfortable** and treat them as an expert
- **Ask open-ended questions:**
 - Tell me about...
 - Describe the time when...
 - Walk me through your experience...
 - What was the your best/worst...
- **Write down exactly what the person says** (pull quotes), not what you think they might mean
- **If possible, meet the person** (in teams of two) in their own environment

EMPATHY MAP



People don't do what
they say they do.

People don't do what
you think they do.

People don't do what
they think they do.



Contextual Inquiry



Observations

- See what you can learn from the environment
- Observe body language and surroundings
- Look at behaviours and interactions
- Pay attention to details
- Zoom out and zoom in
- Be curious about **Why** things are the way they are, **Why** things don't work, or **Why** people act in the way they do
- Look for work-arounds

Get inspired by the **extreme users** and other experts.

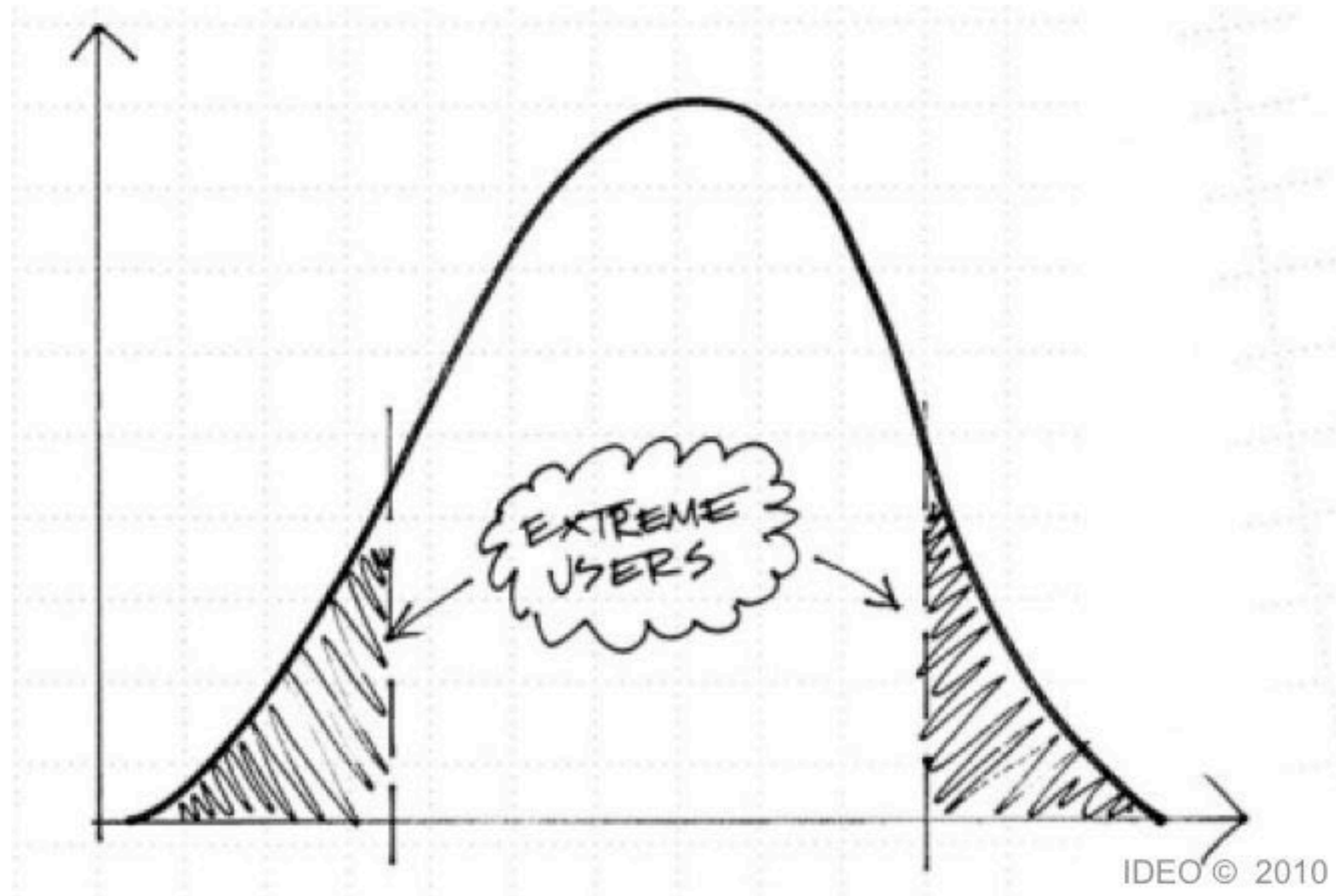




Image Credit: Smart Design

OXO Good Grips



<https://vimeo.com/106963722>

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IMMERSION MOVES INNOVATORS . . .

FROM A MINDSET THAT IS . . .

Egocentric

Certain about the accuracy of one's own perspective

Detached and distant

Impatient; anxious to problem solve and generate solutions

Accepting of the obvious and conventional definition of the problem; treating it as a given

TO A MINDSET THAT IS . . .

Empathetic

Aware of personal biases

Curious and personally engaged

Willing to invest time to understand current reality before developing solutions

Critical of the obvious definition; treating it as a hypothesis

AEM 4375 / Business Design / FA23

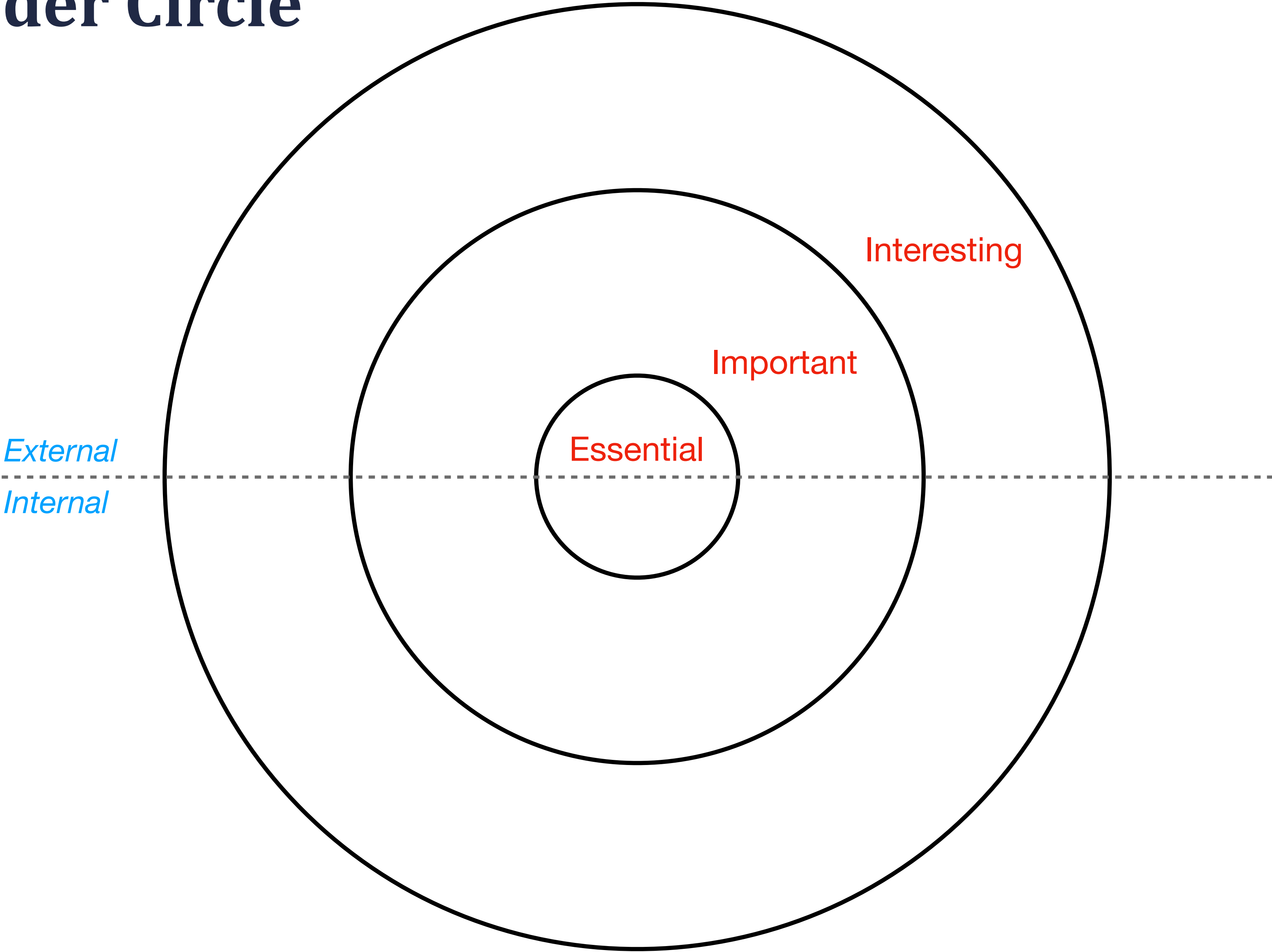
Challenge: how might we make a systemic shift from disposables to reusable dishware and food containers across a diverse range of food businesses that use a variety of containers throughout Tompkins County, and, in doing so, provide a model for other municipalities?

The Danish Deposit System

- Managed by Dansk Retursystem
- Targets single-use containers like plastic bottles and cans containing beverages.
- Producers and importers pay deposit for each new container introduced to the market.
- Retailers, restaurants and various establishments participate as return points for consumers.
- Consumers buy drinks with a deposit and are encouraged to return containers.
- Attached to trash cans there is usually a storage that allows consumers to give their bottle further, for those in need that might want to use the bottles to take out money at the supermarket.



Stakeholder Circle



questions?

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