

Chapter 4: Research Fundamentals

Chapter 5: Understanding the Business

Chapter Summaries

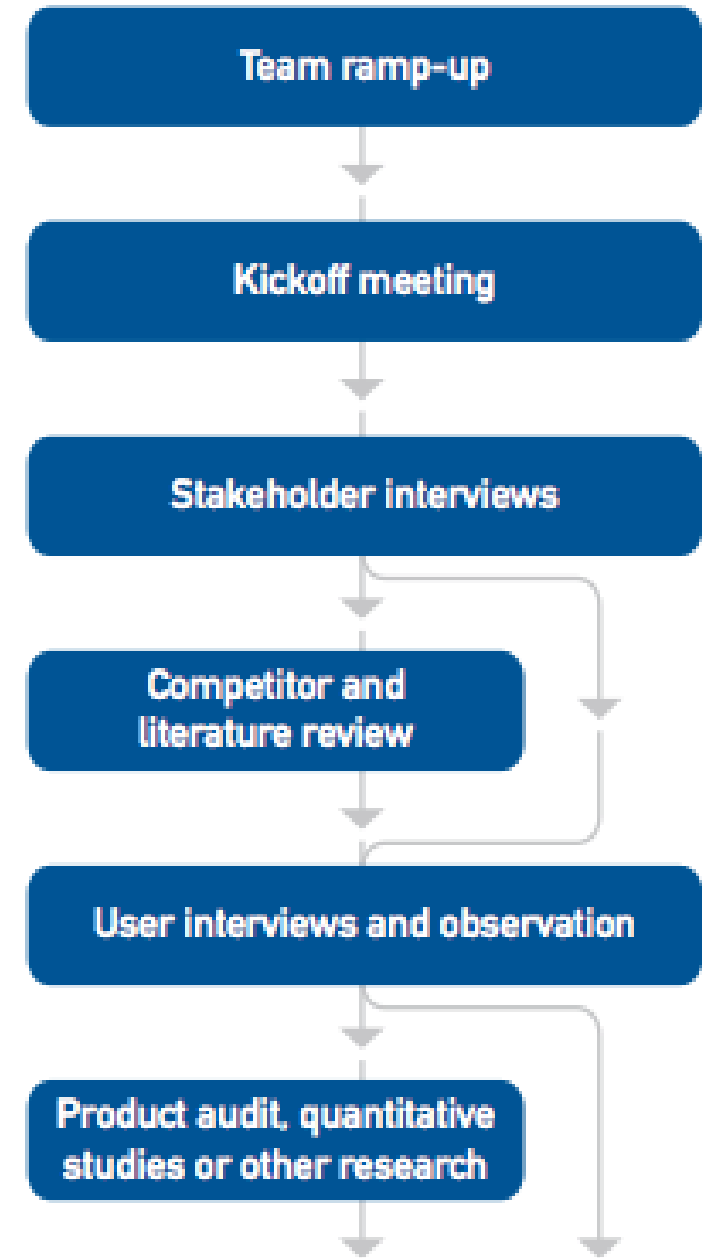
Chapter 4: Research Fundamentals

Research Overview

Chapters 5 through 9

5. Understanding the Business
6. Planning User Research
7. Understanding Potential Users and Customers
8. Example Interview
9. Other Sources of Information and Inspiration

*Components of
Design Research*



Why we do research

Benefits

- Don't ass-u-me
- Cover your ass
- Argue with the stakeholder

Barriers

- "We're already smart"
- "We'll prototype quickly and often 'til we get it right"
- Example: Apple's iPhone

Design Research

- Design Research != Market research
 - Market Research → buy the product
 - Design Research ← use the product
- Methods:
Quantitative vs. Qualitative
- Common methods
 - Usability testing
 - Focus groups
 - Individual interviews
 - Direct observation
- Essential Research Skills
 - Active Listening
 - Proper data capture
 - Artifact gathering

Chapter 5: Understanding the Business

- Meet the stakeholders – learn: priorities
- Torpedoes!
- Hints & Tips for...
 - Marketing
 - Engineering
 - Sales
 - Executives
 - ...more