Knights Edition

Summer 2022

Accelerated Innovation & Entrepreneurship Bootcamp

Session 9

Design Research

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RECAP

ASK THE RIGHT QUESTIONS

WHAT

IS DESIGN RESEARCH?

Design research is **a human-centered** framework of research methods that allows you to uncover:

- **Who** your **users** are;
- **The problems** they're facing;
- **The way** in which they'll be **using your product;**

WHAT

IS DESIGN RESEARCH?

Exercise

FRAME YOUR DESIGN CHALLENGE

1.Answer the problem box and question 1 as a group

DISCUSS

Exercise

FRAME YOUR DESIGN CHALLENGE

1.Answer Questions 2 and 3 as a group

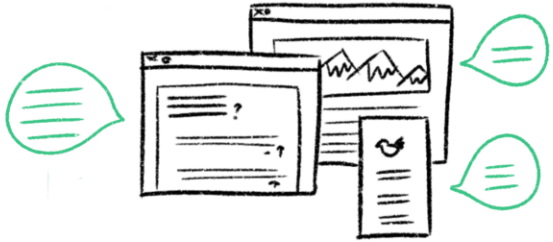
DISCUSS

GO BEYOND

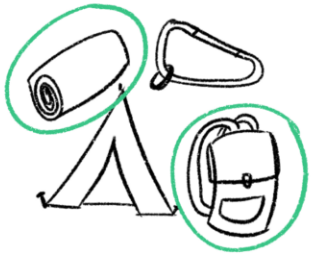
HOW CAN WE KNOW MORE?

PRIMARY

SECONDARY



SOCIAL MEDIA LISTENING



WHAT'S BEEN DONE

RESEARCH PAPERS

CONTEXT OF USE

SUBJECT EXPERTS

PRIMARY

SECONDARY

WHAT

ARE USEFUL WAYS TO CONDUCT DESIGN RESEARCH?

- Focus groups
- Interviews
- Surveys

WHAT

ARE USEFUL WAYS TO CONDUCT DESIGN RESEARCH?

- Focus groups
- Interviews
- ~~Surveys~~

ASK THE RIGHT PEOPLE

Observe
Conserve
Experiment

Designers not only endeavor to understand the individual — we also aim to explore the world around them and their experiences of it.

Observe

Conserve

Experiment

Talk with not at.

Observe
Conserve
Experiment

Observe
Conserve
Experiment

Test your assumptions.
Understand human behavior.

Exercise

What did you observe?

Exercise

What did you observe?
What did you assume?

Assignment

Continue with your research - but you should now be talking, observing and experimenting.

Add your starting ‘How Might We...’ statement and a minimum of 5 research questions.