



ACTIVITY 2

EXPLORE RESEARCH METHODS *1-2 hours*

We recommend trying as many of these research methods as you can. You aren't required to do them in any particular order, but as general rule your user interviews and observations will likely be most impactful in your research, and thus be high priority for your team to arrange. With limited time, what research experiences do you most want

to try? Think about extreme users when you think about who you might want to interview and observe.

To help you get started, come up with some ideas for research participants or experiences here, and be prepared to share your ideas with your team.

WHICH PATRONS WILL YOU INTERVIEW?

(We recommend starting with 4-5 user interviews.)

WHICH EXPERTS WILL YOU SPEAK TO?

(We recommend starting with 1-3 expert interviews.)

WHERE WILL YOU TO DO OBSERVATIONS?

(We recommending trying at least one observation session.)

WHAT IMMERSIVE EXPERIENCES WILL YOU PLAN?

(We recommend at least one immersive experience that will help you empathize with your users.)

WHAT ANALOGUES CAN YOU EXPLORE?

(Try to identify and explore at least one instance of analogous inspiration. The next pages offer additional exercises on brainstorming other experiences.)

DO YOU WANT TO USE ANY OF THE ADDITIONAL RESEARCH METHODS?