

Research methods: LifeHaven

Taking a lifestyle tech product to market

Research goal	Research method	Design thinking worksheet
Segmenting the target mark	Data Analysis	Analysis Question Builder
	User Surveys	Structured Usability Testing
	Empathy Mapping	Empathy Map
Mapping the user journey	Customer Journey Mapping	Customer Journey
	Storyboarding	Storytelling
	Shadowing	Context Mapping
Understanding user motivations and pain points	Empathy Mapping	Empathy Map
	In-Depth Interviews	Explorative Interview
	Surveys	Structured Usability Testing
Testing personalisation features	Usability Testing	Structured Usability Testing
	A/B Testing	AB-Testing
	User Interviews	Solution Interview
Exploring community engagement	Stakeholder interview	Explorative Interview
	Empathy mapping	Empathy Map
Assessing willingness to pay	A/B Testing	AB-Testing
	User Interviews	Solution Interview