Life Haven

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

GreenCycle

Research goal	Research method	Design thinking worksheet
Identifying customer segments	User Personas	Persona User Profile
	Market Segmentation Analysis	Extreme User Lead User
	Customer Journey Mapping	Customer Journey
	Empathy Mapping	Empathy Map
Mapping the decision-making process	Customer Journey Mapping	Customer Journey
	Stakeholder Mapping	Stakeholder Map
	Interviews with Decision-makers	Explorative Interview
	Process Mapping	Context Mapping
Understanding operational workflows	Observational Studies	AEIOU
	Process Mapping	Context Mapping
	User Diaries	AEIOU
Testing platform usability	Usability Testing	Structured Usability Testing
	Heuristic Evaluation	Define Success
	Card Sorting	Emotional Response Card
Evaluating integration needs	Stakeholder Interviews	Explorative Interview
	Process Mapping	Context Mapping
	Technical Surveys	Structured Usability Testing
	Usability Testing of Integration Prototypes	Structured Usability Testing
Assessing willingness to pay	A/B Testing	AB-Testing
	User Interviews	Explorative Interview

HealthSync

Research goal	Research method	Design thinking worksheet
Identifying customer segments	User Personas	Persona User Profile
	Market Segmentation Analysis	Extreme User Lead User
	Customer Journey Mapping	Customer Journey
	Empathy Mapping	Empathy Map
Mapping the decision-making process	Customer Journey Mapping	Customer Journey
	Stakeholder Mapping	Stakeholder Map
	Interviews with Decision-make	Explorative Interview
	Process Mapping	Context Mapping
Defining user expectations	User Interviews	Explorative Interview
	Surveys	Structured Usability Testing
	Focus Groups	HMW Question
	Empathy Mapping	Empathy Map
	Customer Journey Mapping	Customer Journey
Testing pricing models	Surveys	Structured Usability Testing
	A/B Testing	AB-Testing
	User Interviews	Solution Interview
Assessing integration needs	Stakeholder Interviews	Explorative Interview
	Process Mapping	Context Mapping
	Technical Surveys	Structured Usability Testing
	Usability Testing of Integration	Powerful Questions

TalentFlow

Research goal	Research method	Design thinking worksheet
Identifying target customer segments	User Personas	Persona User Profile
	Market Segmentation Analysis	Extreme User Lead User
	Customer Journey Mapping	Customer Journey
	Empathy Mappinng	Empathy Map
Mapping the decision-making process	Customer Journey Mapping	Customer Journey
	Stakeholder Mapping	Stakeholder Map
	Interviews with Decision-makers	Explorative Interview
	Process Mapping	Context Mapping
Understanding HR workflow and pain points	Observational Studies	AEIOU
	Process Mapping	Context Mapping
	User Diaries	AEIOU
Testing user experience	Usability Testing	Structured Usability Testing
	Experience Mapping	Context Mapping
	Surveys	Structured Usability Testing
Evaluating data privacy and security concer	User Interviews	Explorative Interview
	Surveys and Questionnaires	Structured Usability Testing
	Focus Groups	HMW Question
	Contextual Inquiry	Context Mapping
	Usability Testing of Security Features	Structured Usability Testing
	Privacy Policy Reviews and Feedback Sessions	Storytelling
	Scenario-Based User Testing	Peers Observing Peeers
Exploring willingness to pay	A/B Testing	AB-Testing
	User Interviews	Explorative Interview