

## Research methods: HealthSync

### Taking a B2B health tech product to market

| 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              |
| 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 Prototypes | Powerful Questions           |