

Research methods: **GreenCycle**

Taking a waste management 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
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