**Week 2 Lecture**

* “wow” factor in customer experiences
  + Against: autonomy, standardization of work
* Research Methods
  + Design Research – inform design based on user perspective (not self)
    - Gather data – quantitative (numerical but doesn’t say why or how to fix) vs. qualitative
    - Synethsize/analyze
  + Secondary Research – first step, collection and synthesis of existing data
    - Online Safari – online/social media conversations
    - People like to say what you want to hear
      * Mitigation – say you are collecting research for “external” project
    - Opinions are worthless 🡪 proof/motivations behind opinions is/are important
    - People know their problems not solutions; don’t specify what you’re doing
    - Ask for some level of commitment to validate opinions (i.e. would you pay $5 to pre-order this)
* Simulation Exercise