Chapter 4: Research Fundamentals Chapter 5: Understanding the Business

**Chapter Summaries** 

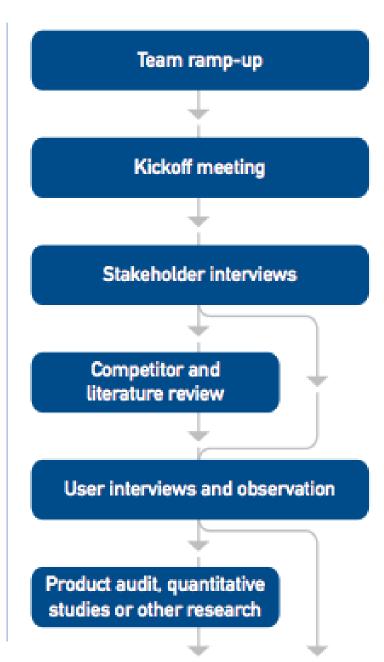
### Chapter 4: Research Fundamentals

### Research Overview

### Chapters 5 through 9

- 5. Understanding the Business
- 6. Planning User Research
- 7. Understanding Potential Users and Customers
- 8. Example Interview
- 9. Other Sources of Information and Inspiration

Components of Design Research



# Why we do research

#### **Benefits**

- Don't ass-u-me
- Cover your ass
- Argue with the stakeholder

#### **Barriers**

- "We're already smart"
- "We'll prototype quickly and often 'til we get it right"
- Example: Apple's iPhone

## Design Research

- Design Research != Market research
  - Market Research → buy the product
  - Design Research ← use the product
- Methods:
  Quantitative vs. Qualitative

- Common methods
  - Usability testing
  - Focus groups
  - Individual interviews
  - Direct observation
- Essential Research Skills
  - Active Listening
  - Proper data capture
  - Artifact gathering

## Chapter 5: Understanding the Business

- Meet the stakeholders learn: priorities
- Torpedoes!
- Hints & Tips for...
  - Marketing
  - Engineering
  - Sales
  - Executives
  - ...more