

# Chapter 4: Research Fundamentals

# Chapter 5: Understanding the Business

Chapter Summaries

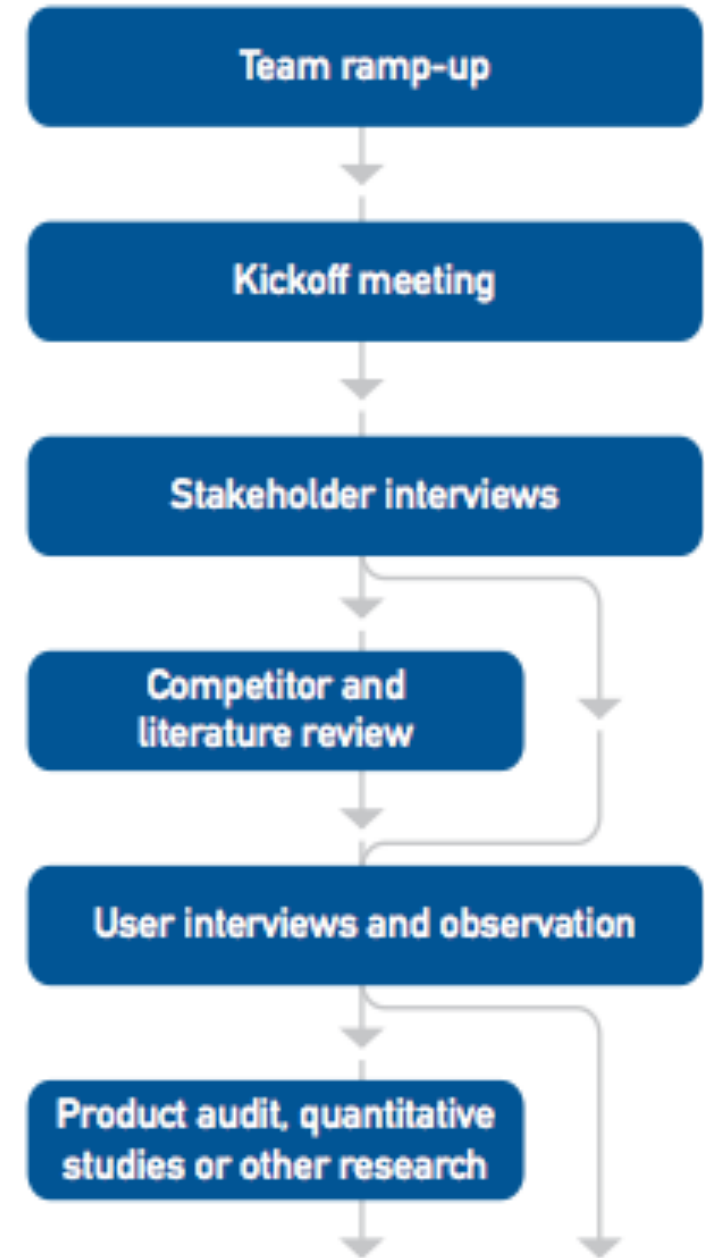
# Chapter 4: Research Fundamentals

## 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