



CHAPTER 4: RESEARCH FUNDAMENTALS

CHAPTER 5: UNDERSTANDING THE BUSINESS

CHAPTER SUMMARIES

Chapter 4: Research Fundamentals

Components of Design Research



RESEARCH OVERVIEW

Chapters 5 through 9

1. Understanding the Business
2. Planning User Research
3. Understanding Potential Users and Customers
4. Example Interview
5. Other Sources of Information and Inspiration

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 their priorities
- Beware torpedoes!
- Learn the hints & tips for...
 - Marketing
 - Engineering
 - Sales
 - Executives
 - ...more

