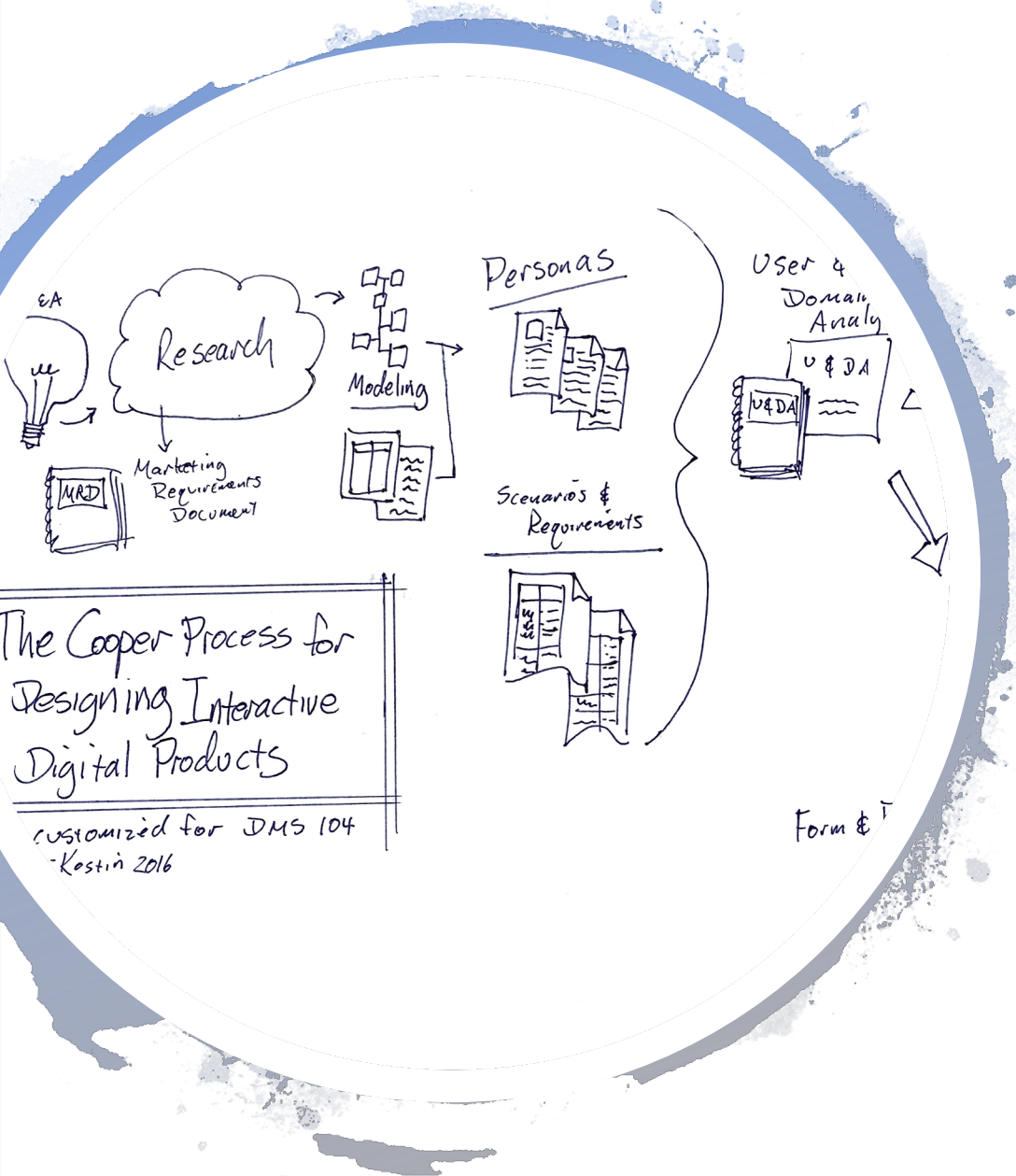




# The Research Phase, continued

Cooper Interactive Product

Design Process



# The Design Process (so far)

1. Design teams formed
2. MRD received

*Research began...*

3. Design team met with the stakeholder(s)
4. Design team conducted a focus group

*What's next*

- **More Research Planning**
- **Individual Interviews (Chapter 7)**
- **More/Other Research as Needed (Chapter 9)**

# Chapter 7: Understanding Potential Users and Customers

Use interviews to look for workflow, frustrations, goals

Do NOT use interviews to *sell* your product

## Conducting interviews

- How to structure user interviews (agenda)
- Examples of questions to ask customers, and how to conduct the interviews
- Need to focus on objects and data that users deal with
- Need to focus on the relationships between them (1:1; 1:n; n:n)
- Focus on actions users need to take with their objects and data

Use the interview to collect artifacts; photos