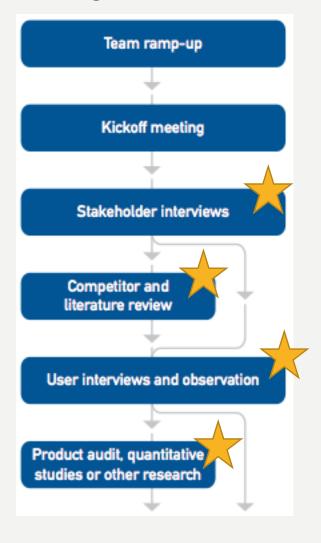
## CHAPTER 4: RESEARCH FUNDAMENTALS

CHAPTER 5: UNDERSTANDING THE BUSINESS

**CHAPTER SUMMARIES** 

### Chapter 4: Research Fundamentals

Components of Design Research



#### RESEARCH OVERVIEW

Chapters 5 through 9

- I. Understanding the Business
- 2. Planning User Research
- 3. Understanding Potential Users and Customers
- 4. Example Interview
- 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

