

Introducing Design Research



SUPPLEJACK™

What is design research?

Design research helps you understand the experiences people want from you (the research part) and how best to deliver them (the design part).

- Researching the experiences people want from you
- Designing how these should be delivered*

* Design is the discipline used to evolve, develop, create or innovate a product, service, brand or touchpoint. It aims to create things that don't exist yet.

Why design research?

Conventional research is strong on insights but weak on creativity.

This separates the analytic steps from the creative and practical ones.

In design contexts, this means a designer then has to interpret and apply the research. It's inefficient.

Design research integrates research with creativity and so with their application. It's best understood as a distinct research paradigm.

Why are conventional and design research so different?

Conventional research aims to be analytic and objective

It aims to investigate things as they are, and in depth. Any creativity is oriented to this aim. An inadvertent result is a focus on how things have been in the (recent) past.

Design research aims to be analytic, creative and future-oriented

It aims to analyse things as they might be if different, better or new. To do this, it aims to be creative – to create things that don't exist yet, and to analyse how they need to work to be successful. It focuses on a deep understanding of different, better and new things in the near future.

What are some key design research methods?

Qualitative research methods and tools

A wide range of qualitative methods and tools are used to create different, better and new things with people. These include scenario-building, observation/ ethnography, interviews and within these, a range of creative and collaborative tools. These focus on what and why people desire something as well as how it needs to work.

Quantitative research methods

A range of quantitative methods and tools are used to measure the results of qualitative work. These include market opportunity and new product/ service/ brand profiling, market segmentation, usability and performance monitoring.

How does a design research project work?

You identify people's desired experiences and create options for delivering these – from customer insights and ideas or your own (or anyone else's)



You identify which options will work best by prototyping (using rough versions), testing and piloting until you have a solution that can be launched

During these steps you explore supply, technical, legal, business and other issues to secure your success.

What do you gain from design research?

Simpler, more efficient

Your research is focused, efficient and easy for diverse team members to use

Smarter, more effective

Your results are robust products, services and/ or brands that both staff and customers find easy to understand, use and talk about

Is design research for you? Here's some checks...

Do you...

- Focus on the customer experience?
- Evolve existing offerings or develop new ones?
- Use research to help you evolve and/ or develop?

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Thanks for your interest!



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