DT4SI

Design Thinking For Social Innovation

Class 3

DESIGN RESEARCH
Understanding people and their experiences

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Design Research

Agenda

- Where we are?
- Design Research Principles:
  - Why
  - How
  - Who
- Let's get started:
  - Define your research plan
  - Get ready for next week
- Learn from Lisbon Project

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Reflections vs. Research Posts

What do they have in common?
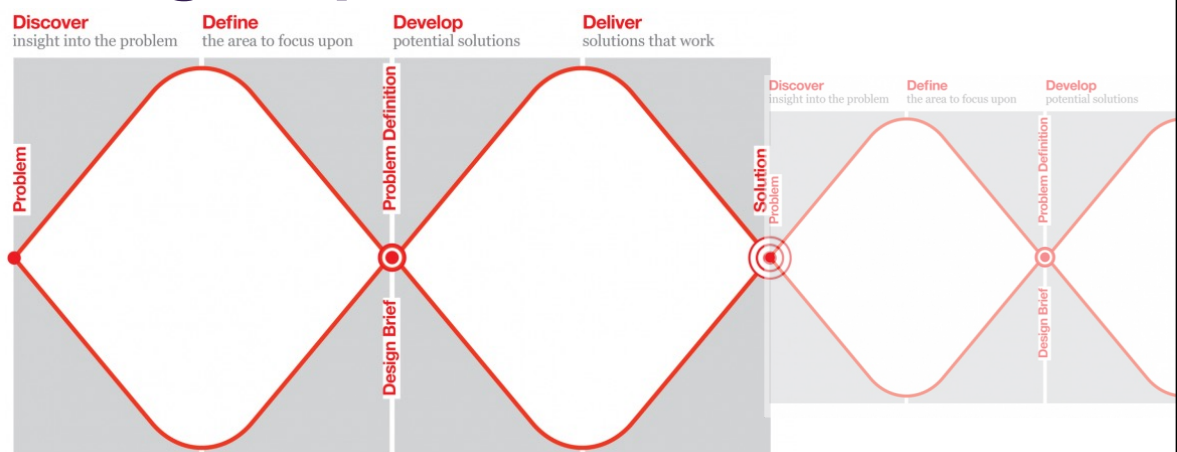
Written format

Individual

Reflective and inquisitive

How do they differ?

Reflections: on our class blog on Medium; meta-reflections on the class; last one after the class.

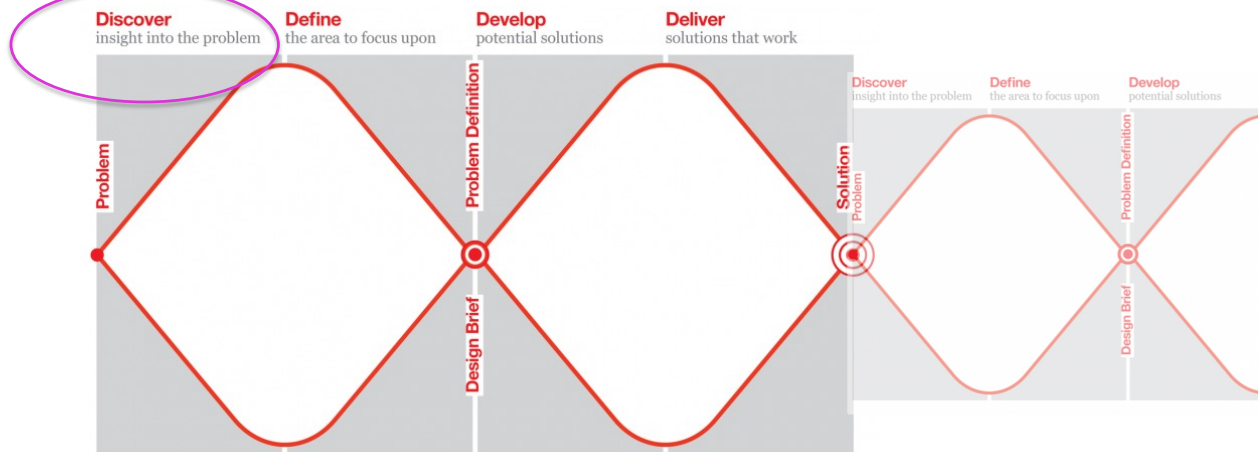Research posts: Focus on the challenge. To be posted on Teams

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Design a process

Discover insight into the problem **Define** the area to focus upon **Develop** potential solutions **Deliver** solutions that work

Problem

Problem Definition

Solution

Design Brief

Discover insight into the problem **Define** the area to focus upon **Develop** potential solutions

Problem

Problem Definition

Design Brief

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Design a process

Discover insight into the problem | **Define** the area to focus upon | **Develop** potential solutions | **Deliver** solutions that work

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Research phase
### (February 18th – March 17th)

- Secondary research
- Primary research which includes interviews (with immigrants, local residents, policy makers, Lisbon project and other organizations, companies, etc.) as well as observations, visits, etc. (be creative in exploring the design research tools).

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The problem is not just solving the problem.
The main problem is defining the problem

Often ask yourself "What problem are we solving?" The definition of the problem will change throughout the project.

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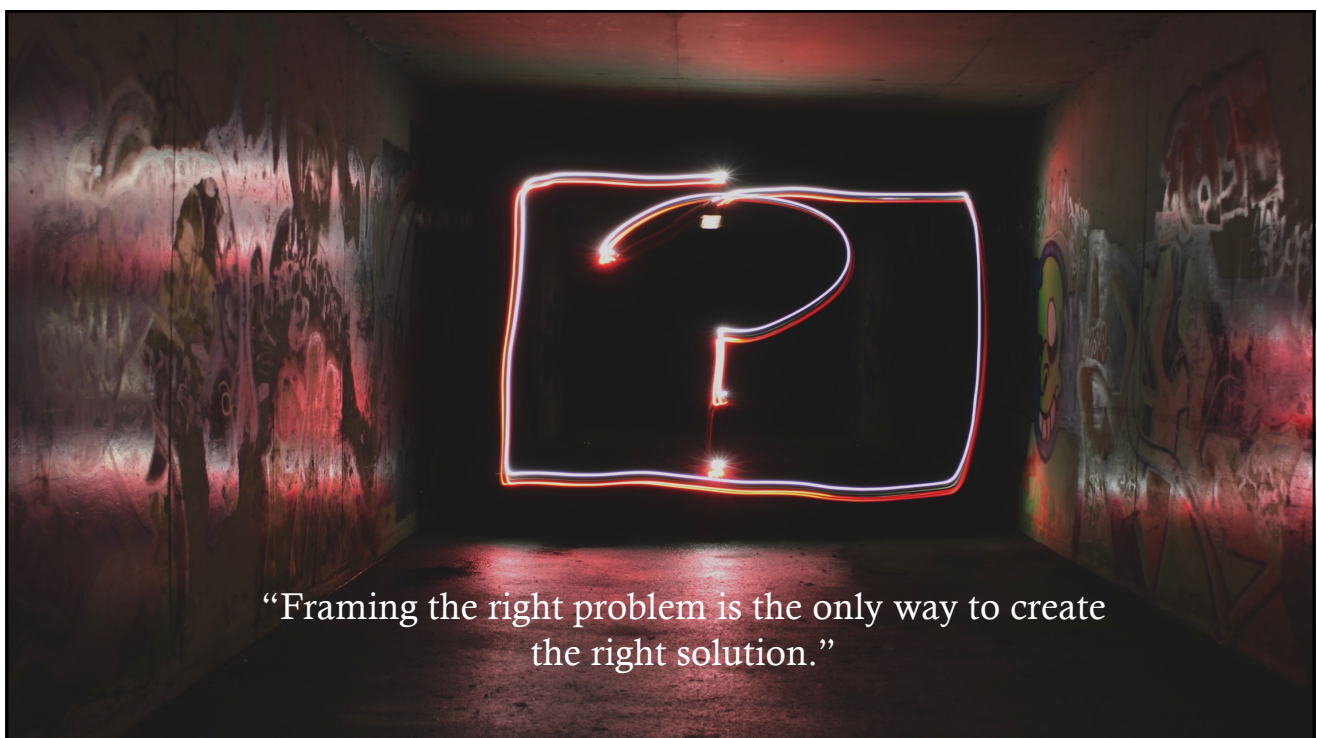
"Framing the right problem is the only way to create the right solution."

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Design Research
Principles

Get out there!

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Design Research
Principles

Why?

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Design Research

Understand & Observe

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Design Research

How?

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Be there
Observations, videos,   photos
Participant observations

Building tools for learning
Card sorting, Design probes, etc.

Interviews
Ethnographic, Open-ended

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Design Research
Visits Natural Contexts

Design Research
is Experience-Driven

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"It's not about walking again.

I just want to go the bathroom on my own and have a normal relationship with my wife."

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Design Research

Building Tools for Learning

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Creating a "circle of trust" with patient care team members

Building a journey map with Veterans of how to sign up for benefits

Using legos to build a website information architecture

Making the "ideal" user interface with a customer

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Design Research
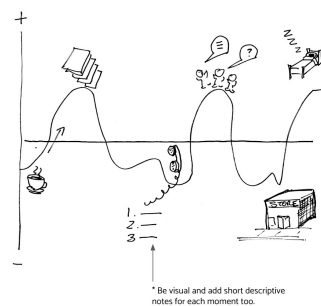# Cultural Probes

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Design Research
Card Sorting

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Design Research
Resource flow

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Design Research

Journey Maps

Allow to focus on the whole experience across different "touch points" and include all actors.
You can add emotions to the different moments.

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Design Research

is about Deep Listening


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Design Research

Ethnographic Interviews

With experts, users and people who know the users

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Ethnographic Interviews

- A conversation where trust is key
- Open-ended vs. closed questions
  - Ask for stories, feelings, "critical incident"
  - "Why", "tell me about the last time you -----"
- Probing questions: "How come?", "Is there an element that is particularly frustrating?"
- Avoid leading questions:
  - "What is your favorite new feature?"
- Rephrase and ask the question again
- Listen more than talk
  - Don't worry about silence
  - Pay attention to non-verbal cues and inconsistencies
- *Consider interviewing in pair: one taking notes, the other leading the conversation*
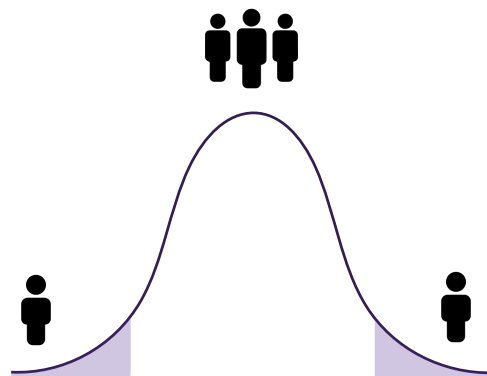
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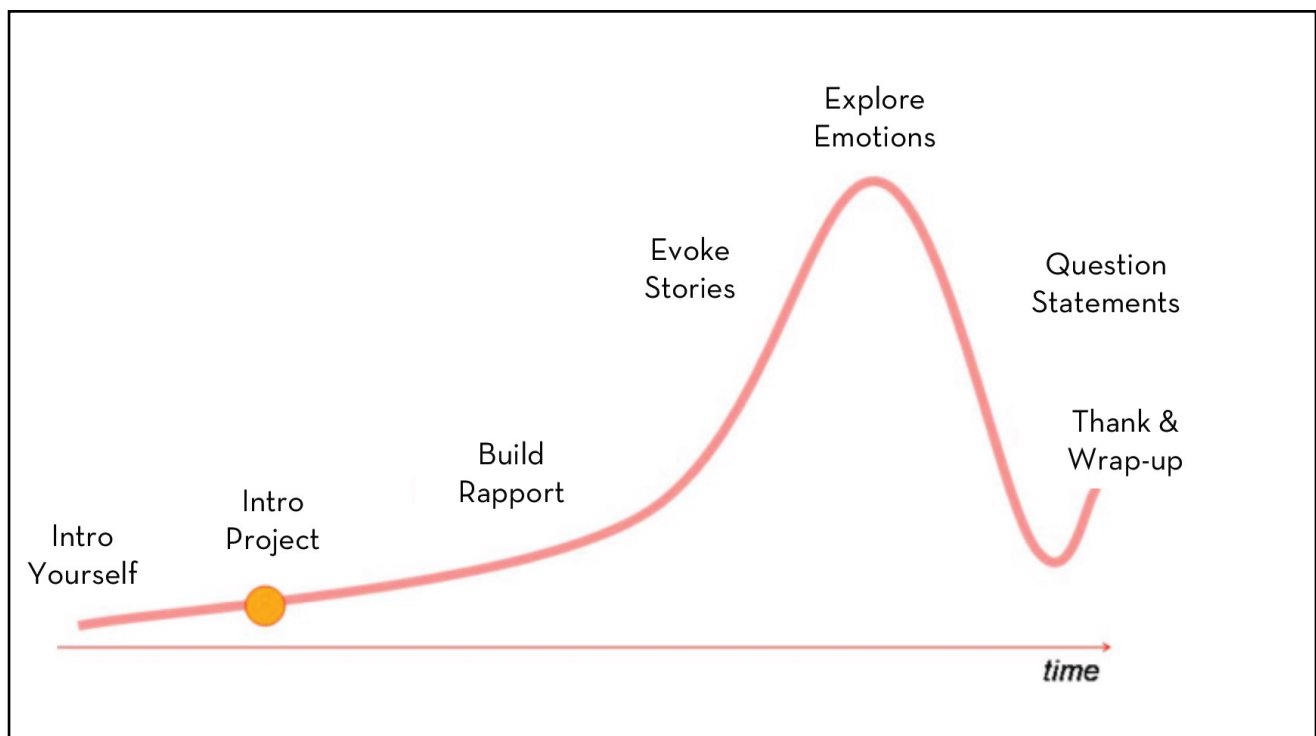
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Design Research
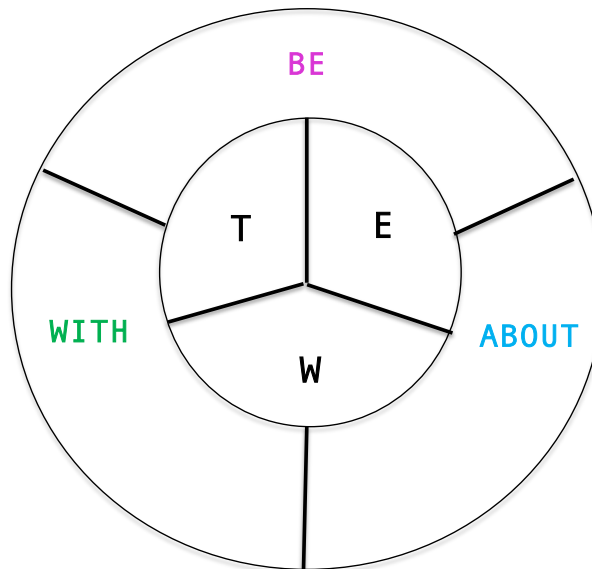
Who?

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Design Research

Learns from extreme users

Planning for rich insights

Target users
Experts
Wild card: outliers

Be: empathy activity
With: observations; interviews
About: interviews with others

BE

E

T

W

WITH

ABOUT

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Design Research

Gather information from unexpected places

Gather inspiration from unexpected places

Cross-pollinates ideas from other fields

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Ethics of design research

The Principles

Respect

Responsibility

Honesty

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Design Research

Research as an ongoing process

Foundational

Help us to understand needs

Generative

Help us to create the right design

Evaluative

Help us to get the design right

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Studio work

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The challenge

- Your team's opportunity area
- Collaborative approach

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PROJECT TEAMS

Group 1	Group 2	Group 3
Olimpia Dubini	Matilde Pirola	Andrea
Madalena Teixeira	Luis Köstler	Delinda Obeng Nketia
Marina Marques	Sophie	Aaron Wöhrle
Juliette Emilie Moullet	Suzon Desprets	Silvia Aromatario
Martin Mayer Figge	Ema Pereira	Michel Heßberger

Group 4	Group 5	Group 6
Ahmed Roshdy Bayoumi	Jasmina Demian	Jill Thielmann
Lou Tindler	Sofia Bordoni	Phoebe Maton
Mara Blanz	Cedric Graf	Kiara Weiffenbach
Lorenzo Albanello	Constanza Heymanns	Camryn Moortgat
Marina Caprara	Rita Cardoso	Guilherme Costa
Everild Agnes Koo		

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Agenda for the Studio

- Get to know each other
- Start developing your research plan to develop rich insights
  - Share what you learned so far
  - What else do you want to learn?
  - What do you need to learn within an opportunity area?

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Take 5 minutes to find
At least 5 things you have in common

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Research plan

The whole point of a research plan is to define what needs to be investigated, and the best way to go about that investigation.

Research goals. Be clear about what you want to know

Research design:
- **WHO?**
- **HOW?**
- **PLAN:**
  - When / Where / Who on the team?

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Research Plan

- What are the questions you have as a team?
- Who?
  – Experts?
  – Others?
- How? Methods?

Margarida Santos
Employability Program Manager

For next week

- **As a team:**
  - A team profile (list of members with short bios and photos, a name and a general mission statement) **Submit in your Teams channel before next class**
  - Start thinking about the research plan **Submit in your Teams channel a first draft. Due date**
- **Individually:**
  - Post one more secondary research post in Teams (create a folder with your name).
  - Review the research toolkit

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Name, nationality, education, current program

Hobbies

Fun fact

Skills:

Working style:
- Where do you get your energy for? How to you like communicating?
- Are you a writer or a talker? Do you like meeting or reading?

Time management:
- When you have a deadline, are you ready to deliver: at least a couple of days before, the day of … or you are always asking for an extension.
- Are you 5 minutes before the meeting or you tend to be 10 minutes late (things always happen… ☺

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Research workshop next week

- Four tables led by one LP consultant
- Groups combining different tea members
- Two rounds (45 minutes)
- Toolkit with a series of activities:
  - Interview
  - Aspiration sorting card
  - Resource flow
  - Collage
  - Journey map
- Everyone should review the research toolkit before class and you can also explore other methods (see syllabus)

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See you next week!

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