Design Research

In building valuable products and services that make people's lives better, understanding your customers' needs, behavior and uncovering unmet needs is one of the most important parts.

Along with customer discovery, having a good understanding of the context in which your company/products & services operates and, furthermore, learning from trends to understand what challenges the future brings, are fundamental and, not to mention, hygiene activities for building products and services your customers love.

During this course you'll learn and practice tools to perform quantitative research and qualitative research. We'll tackle analytics, data informed decisions, how to look at data and where to get data. We'll deep dive into qualitative research, by actually conducting interviews with real customers, to uncover needs for specific challenges you'll receive in teams.

Conducting customer interviews is an essential activity not only for design researchers, it should be rather an activity for anyone involved in business. This activity, although can seem either very simple or frightening, has its challenges and wins: you can only get more comfortable and better as you practice. That is why during this course we'll make sure you have a safe environment to learn and practice, we'll guide you and improve your confidence and interview-ing skillset. Oh, and yes, you could have been previously exposed to interviewing, or talking to clients in different contexts, that is a plus, however, design interviews differ quite a lot from other types of research interviews as we focus very much on uncovering emotions, patterns, behaviours and understanding the universe of your customers, so that you can uncover powerful research insights.

You'll conduct at least 5 interviews and receive personalised individual feedback after each of them.

Learning happens only by practicing and integrating learnings, that is why we're taking valuable time to offer you individual and actionable feedback.

We could say that besides all the content, this kind of feedback is one of the jems of this course.

Chapters

1. Design research
   a. What is it and how it differs from other types of researches
   b. What are the different types of research

      c. Stakeholders in a research project

2. Market and competition landscape
    a. Looking and learning at competition - direct and indirect
    b. Trends

3. Quantitative research
    a. Data and alayzing data
    b. Surveys
    c. Card sorting
    d. Usability testing
    e. A/B Testing

4. You need to know and practice this, before qualitative research:
    a. Bias
    b. Empathy
    c. Listening
    d. Curiosity
    e. Humbleness
    f. Storytelling
    g. Looking and learning from others
    h. Stories and the connection to research

5. Qualitative research
    a. Preparing for qualitative research
    b. Interviewing stakeholders
    c. Talking to experts
    d. Finding customers
    e. Conducting interviews
    f. Conducting testing interviews
    g. Online versus offline considerations in interviewing

6. Research analysis
    a. Finding meaning and insights
    b. User Journey maps
    c. User personas
    d. Insights and opportunities