

Design Research

Sebastian Wendlandt

Design Research Consultant, User Interface Design GmbH (München)

Outline

On Design Research

- What is Design Research?
- Innovation as ethnographic Exploration
- Identifying Design Opportunities

Applied Design Research

- Introducing the Project
- Applying Design Research

Q&A Session

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What is Design Research?

What is Design Research?

Why Design Research?

What is Design Research?

DESIGN vs. design





What is Design Research?

The DESIGN of the design of the DESIGN.

What is Design Research?

Why Research?

What is Design Research?

1. Design Research = Research **for** Design
2. Design Research = Research **about** Design
3. Design Research = Research **through** Design

What is Design Research?

1. Research **for** Design

[anthrodesign] Summer Internship: Yahoo! Participatory Innovation

3 - anthrodesign | X

☆ Hillary Carey til anthrodesign

Vis detaljer 01.02 (14 timer siden)

← Svar

Eksterne billeder.

[Vis billeder herunder](#) - [Vis altid billeder fra hsteckba@yahoo.com](#)

Hello! Are you late getting together your summer internship applications? We are too! Maybe this is serendipity...

Yahoo! User Experience Research is hiring a summer intern from a Master's Degree Program focused on qualitative, collaborative, front-end research.

You would be working alongside Hillary Carey <<http://www.linkedin.com/in/hillarycarey>> to develop a research plan for understanding internet behaviors across mobile, tablet and computer-- with the goal of inspiring the product and design teams with great user insights.

If you are interested, please apply ASAP, here: <http://careers.yahoo.com/jdescription.php?oid=37768> .

And contact me with any questions.

- Hillary

Hillary Carey
Participatory Innovation, UER, Yahoo! Inc.
Sunnyvale, California
hcarey@yahoo-inc.com

Design Research - Intern

Location:

Sunnyvale, US - Sunnyvale

Req. Number: 37768

Yahoo! Design Research – Intern

Primary responsibilities include:

- Assisting with, or conducting independently, an exploratory user experience research project that **helps to inform and inspire a rich understanding of key product experiences.**
- **Synthesizing insights from qualitative research.**
- Developing presentations and or workshops to **share findings** with stakeholders
- **Working collaboratively with designers, product, marketing and other researchers**
- Conducting research as part of a collaborative team, seeking feedback and information from other researchers and stakeholders.

What is Design Research?

2. Research **about** Design



What is Design Research?

3. Research **through** Design

Develop hypotheses about the DESIGN through design.

Design as a way to ask meaningful questions about design.

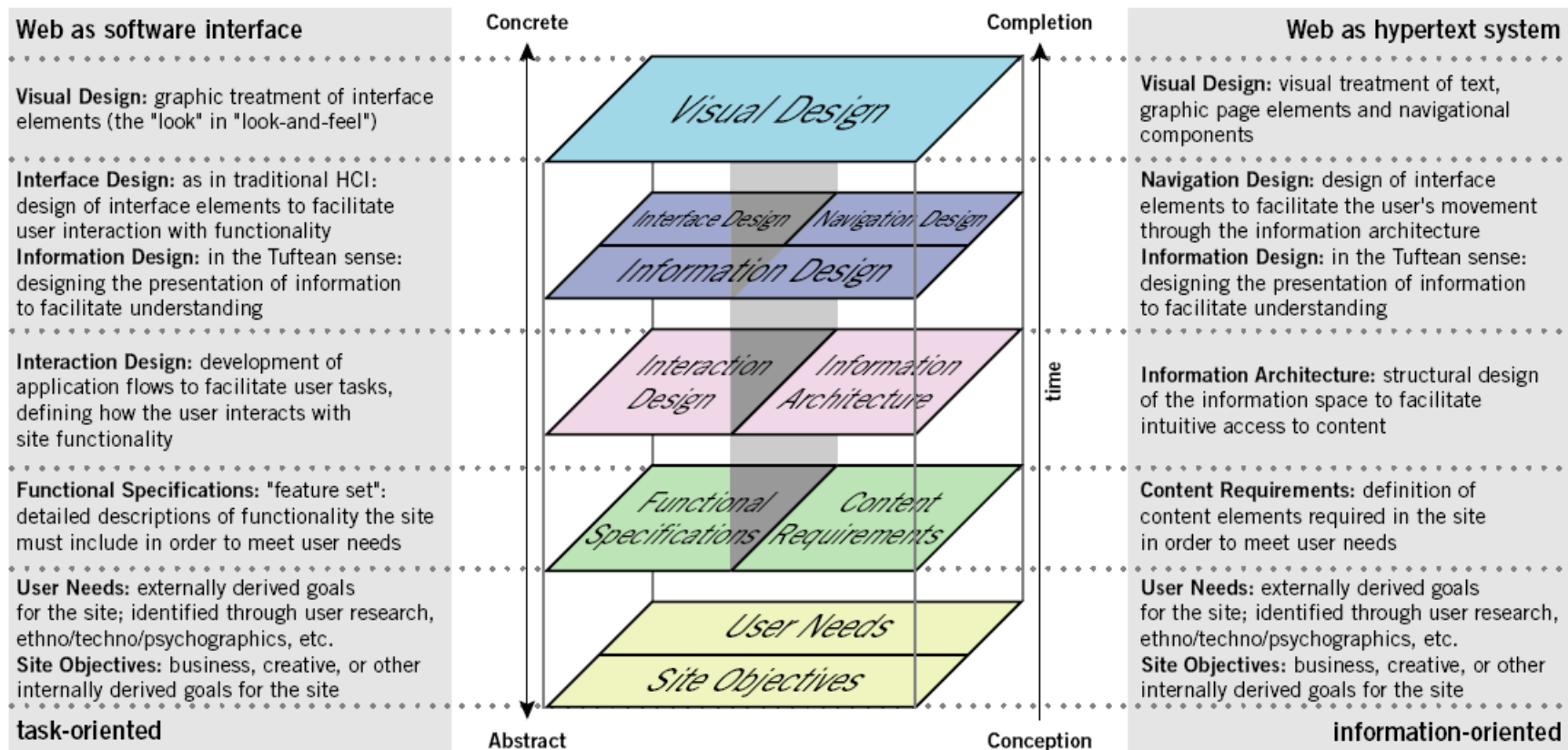
Identifying design opportunities through designing.

The Elements of User Experience

Jesse James Garrett
jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



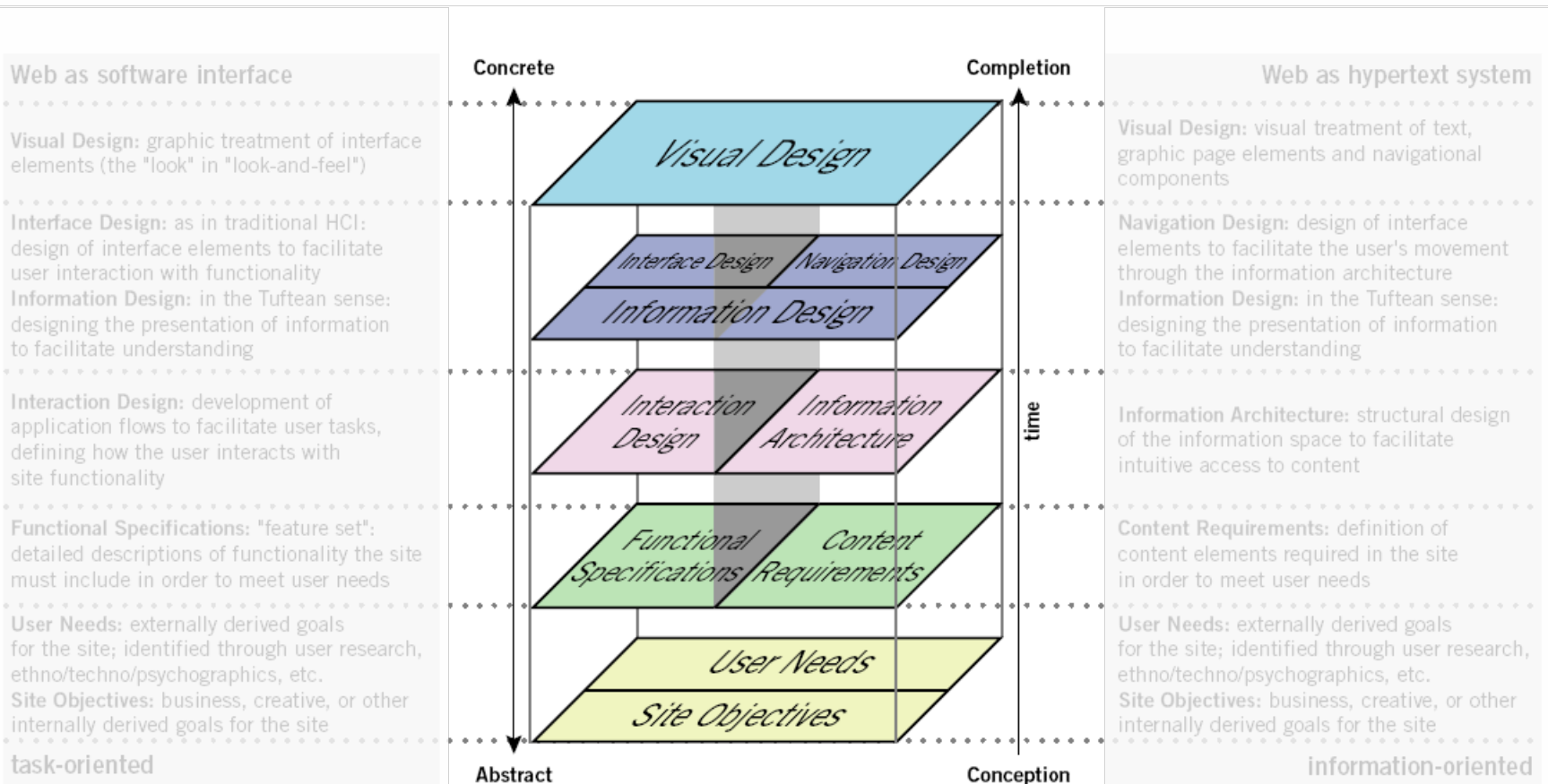
This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

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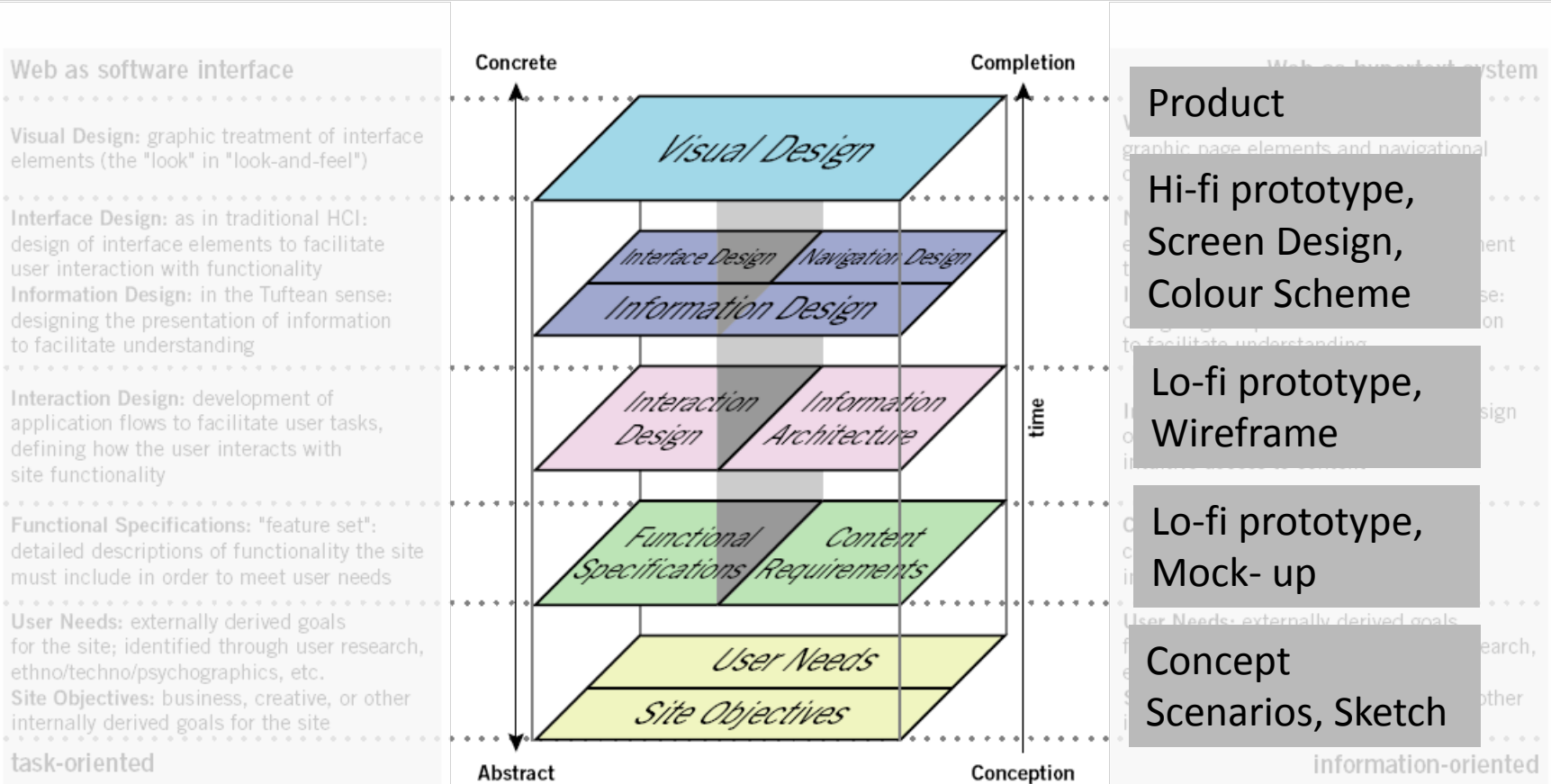
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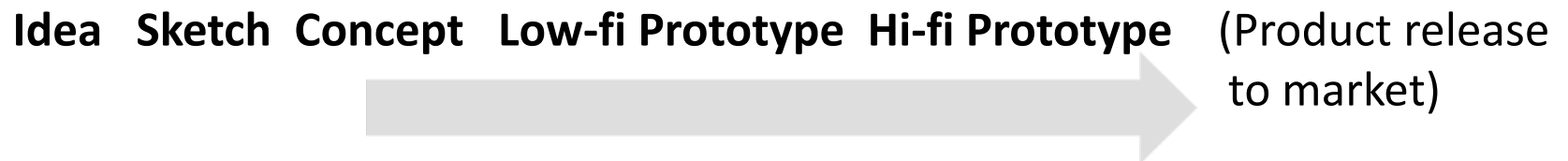
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What is Design Research?



What is Design Research?

Verbalize Idea

Draw Sketch

Act Scenario

Explain Concept

Build Mock-up

What is Design Research?

The **practice** of design research

- identifying the right method
- at the appropriate time in the design process
- in order to elicit answers about the design.

= design research as **asking meaningful questions.**

Outline

On Design Research

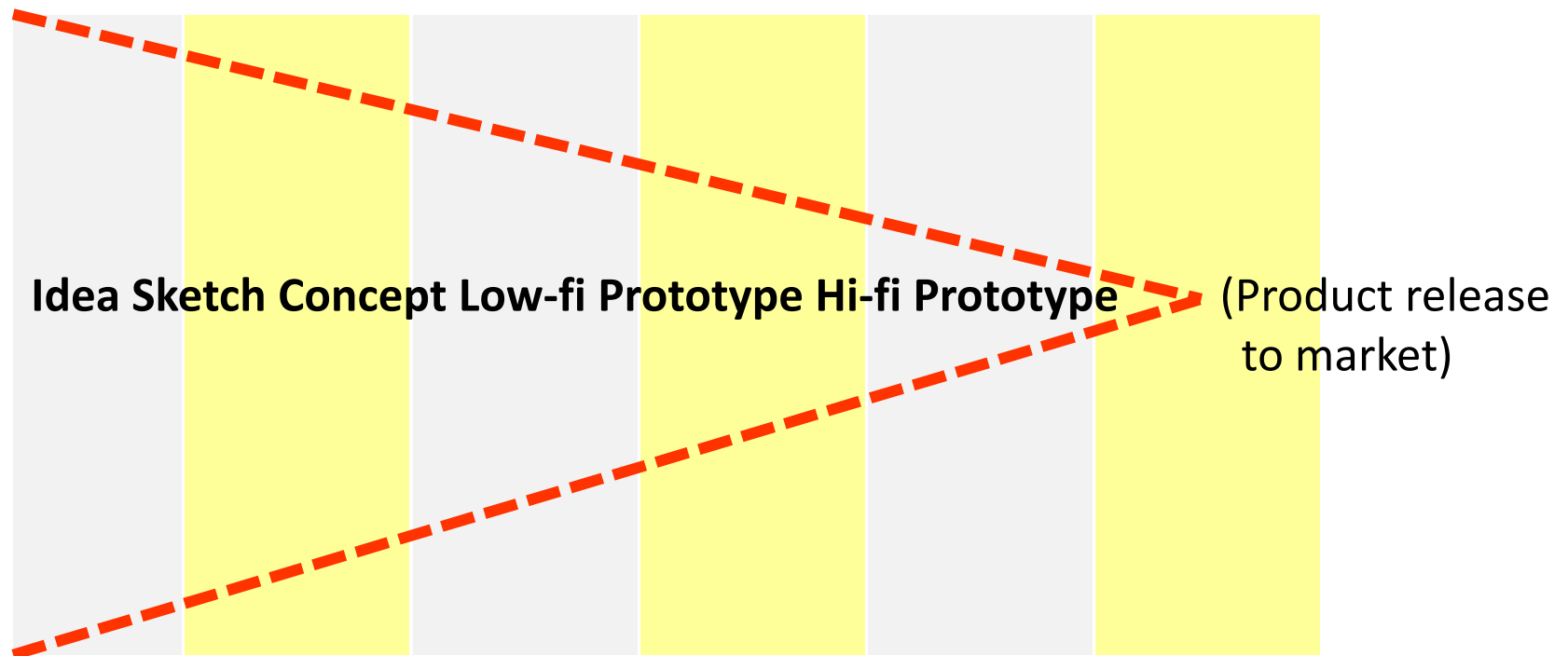
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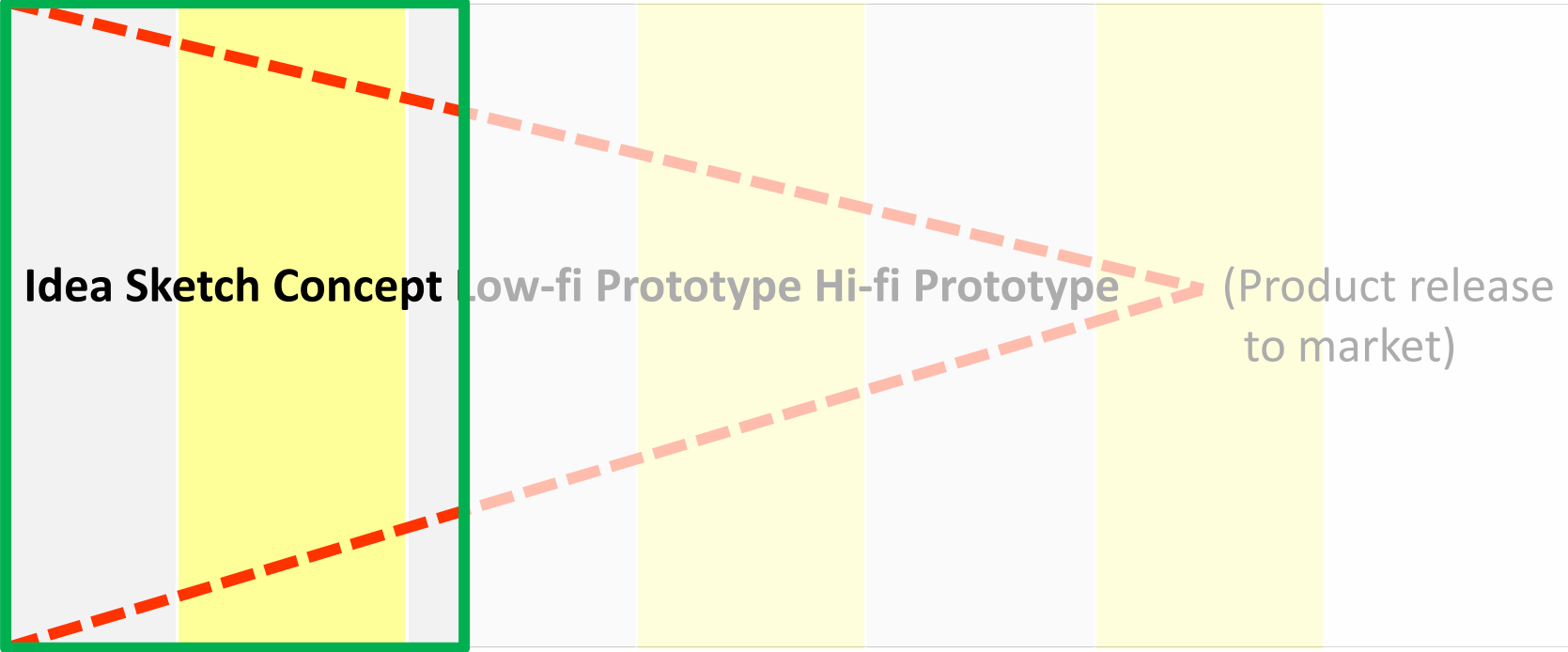
Innovation as ethnographic Exploration



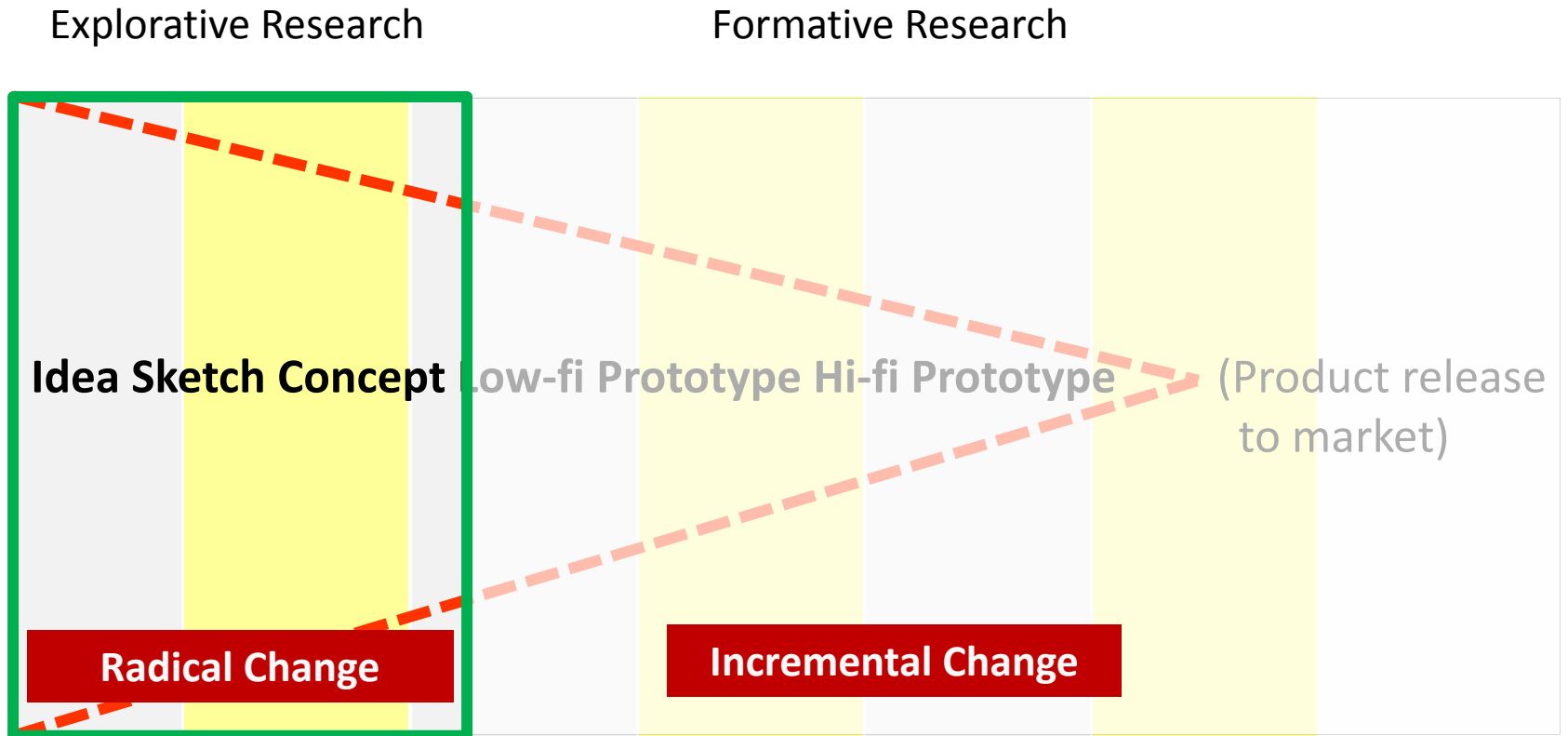
Innovation as ethnographic Exploration

Explorative Research

Formative Research



Innovation as ethnographic Exploration



Innovation as ethnographic Exploration

What is a meaningful question?

Innovation as ethnographic Exploration

Questions structure the answer.

Methods structure the outcome.



Innovation as ethnographic Exploration

Open questions –

Answer structured by research subject

Closed questions –

Answer structured by researcher

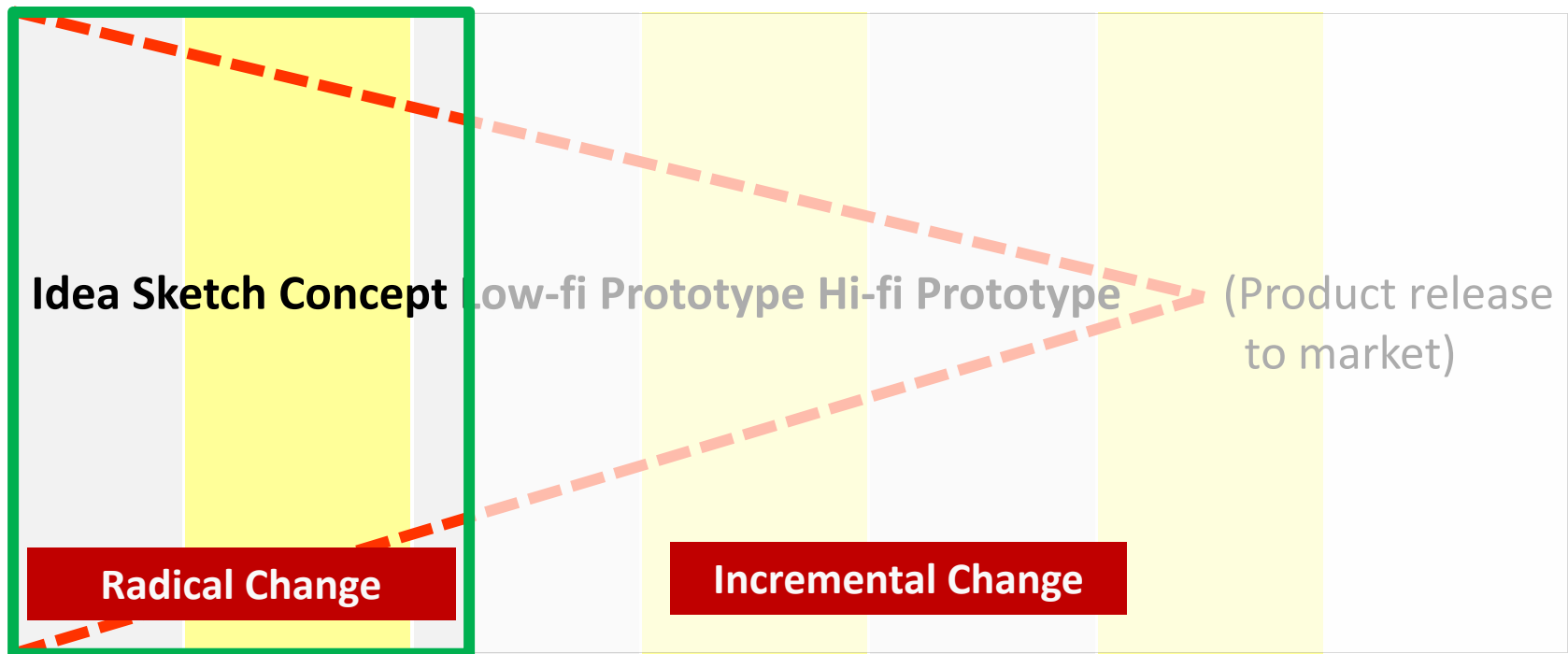
Innovation as ethnographic Exploration

Open Questions

Closed Questions

Explorative Research

Formative Research



Conclusion

- Design research methods vary depending on **what you want to know**. What you want to know depends on **where you are in the design process**.
- More open methods (less structuring) come early in the process
- More specific methods (more structuring) come later in the process.

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Identifying Design Opportunities

Research through Design – Identifying Design Opportunities by Designing

Identifying Design Opportunities

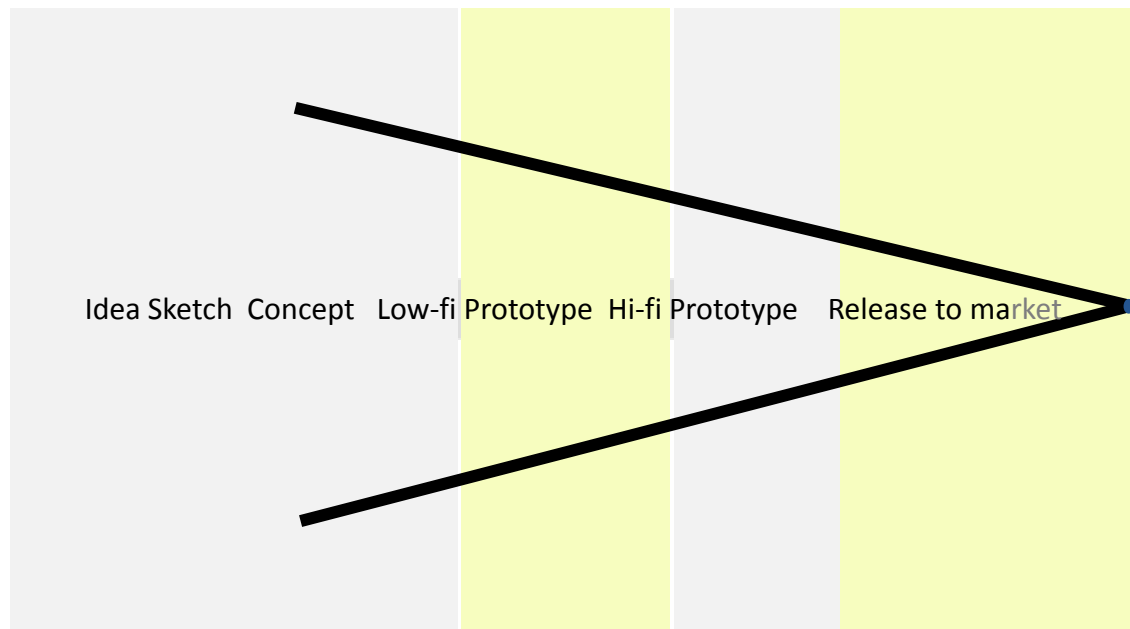
Research through Design – Identifying Design Opportunities by Designing

Goal

- 'identify design opportunities'
- 'making conscious design choices'

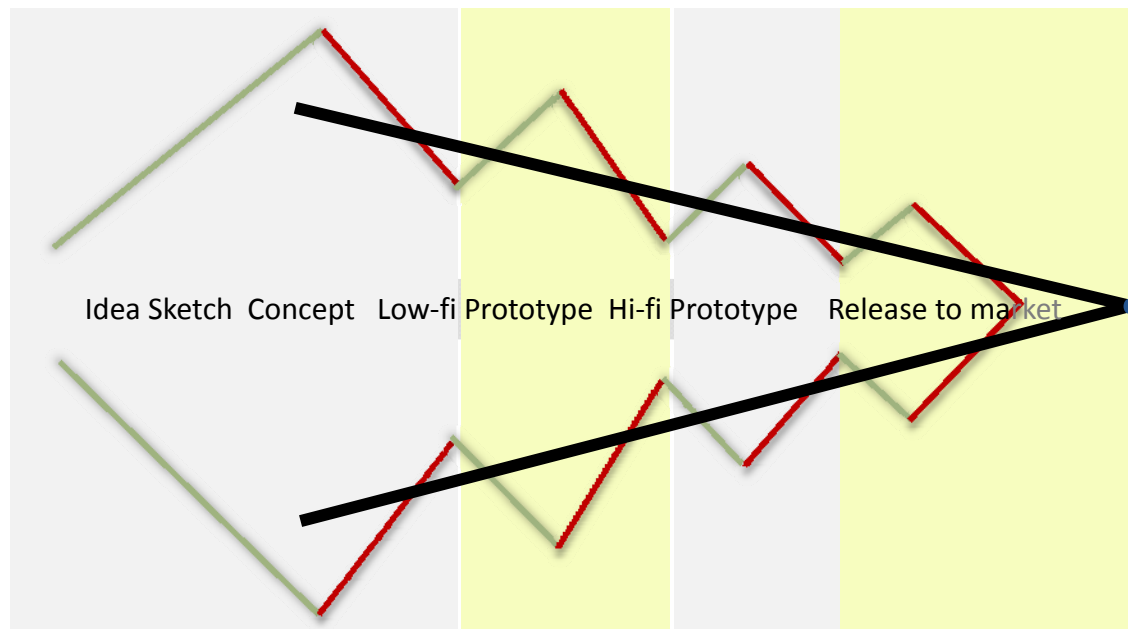
Identifying Design Opportunities

- identifying design opportunities
- making conscious design choices



Identifying Design Opportunities

- identifying design opportunities
- making conscious design choices



Increase Variety of Design Choices

Reduce Variety of Design Choices

Source: Pugh 1990 in Buxton 2007

Your Questions

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Example Project

Industrial Computers in Logistics

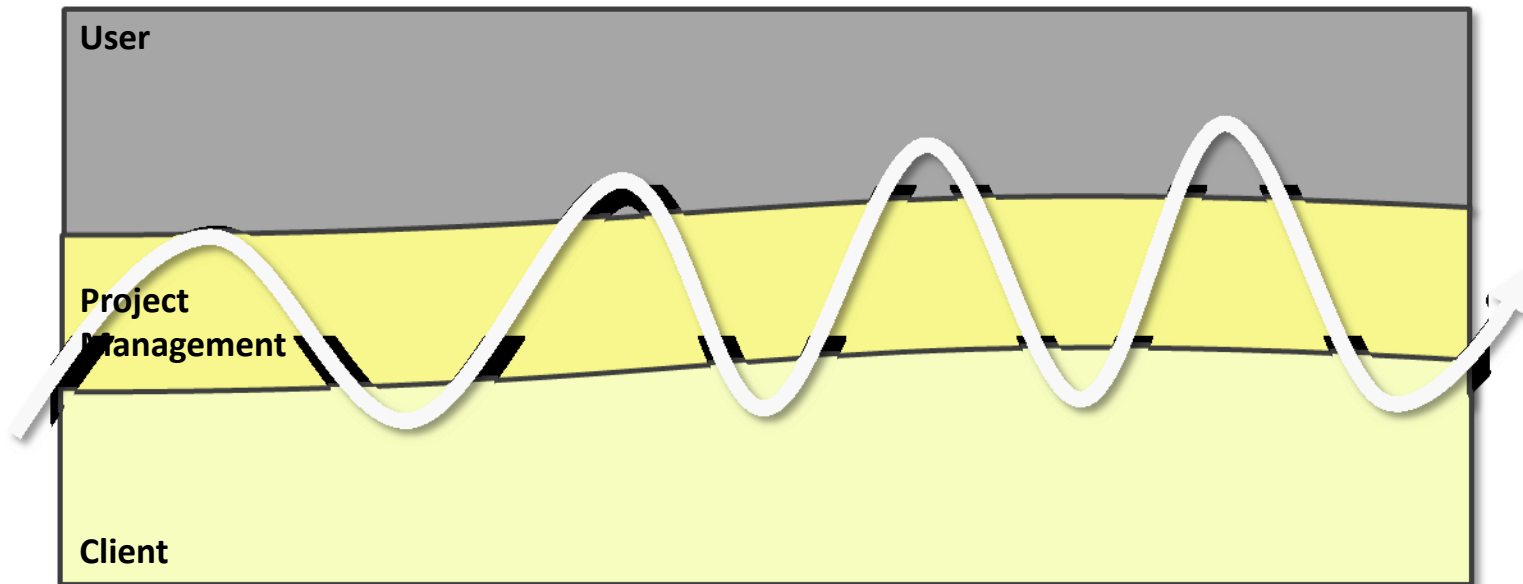
Current obstacles and future business opportunities

Briefing

- 6 field visits, own recruitment
- 1 expert interview – moderation between client and industry partner
- client joins for field visits
- interviews
- observations
- workshops in the field/ event-style idea testing
- brainstorming and body storming
- report hand-in after 4 weeks

Project Management as 'Event-driven Design'

From User Study



...to Implementation

Summary

Design Research –Ethnographic Methods for designing interactive Systems

- The design researcher as project manager – mediating and moderating between design stakeholders
- Use of audio and visual media – as ‚window to the other side‘ (designer/user)
- ‚Event‘-style
- Use of materials and tools that allow non-designers to participate in concept development
- Workshops with instructions and formats that ‚force‘ stakeholders to take project-ownership

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