

Workshop on design research methods

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Individual interviews

- Individual interviews with stakeholders
- Enable a deep understanding of the needs, goals and behaviours of people
- Time and resource demanding



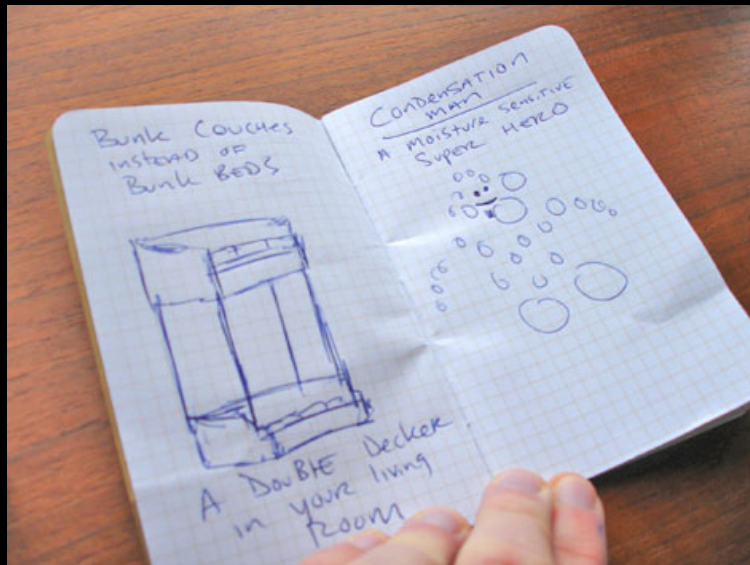
Group interviews/focus groups

- Group interviews with different stakeholders
- Enable discussion between different points of view
- Gather a group of people at the same place and time



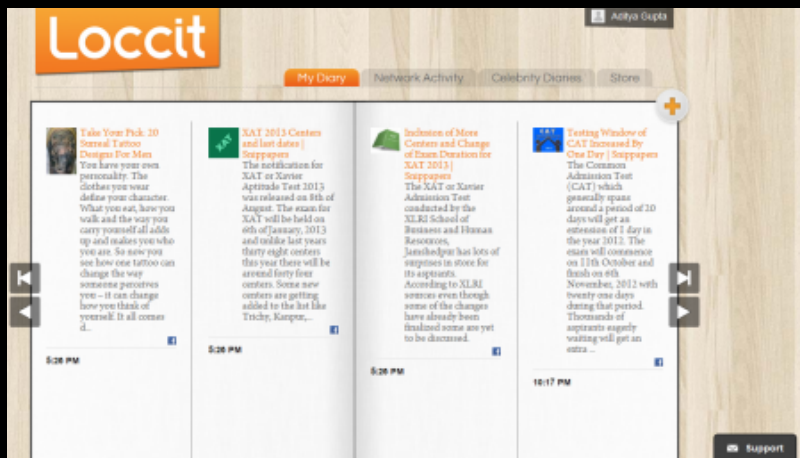
In-context immersion

- Observing the context of the design challenge
- Spend time in the design challenge context
- Short interviews to people in the context of the design challenge



Self-documentation

- Help understanding the design challenge from the stakeholders' point of view
- Ask stakeholders to keep diaries, journals regarding your design challenge



Choose design research method

- Choose the design research method/s which suits to the context of your design challenge
 - What do you want to find out?
 - Write a list of relevant themes (e.g. timetables, occupancy, passengers)
 - Write questions for each theme (e.g. which are the kind of passengers which take the bus?)
 - Who are you going to involve?
 - How many people? How are you going to find them? How are you going to contact them?
 - Which kind of material will you generate? (pictures, field notes, audio records, diaries...)

Questions?

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