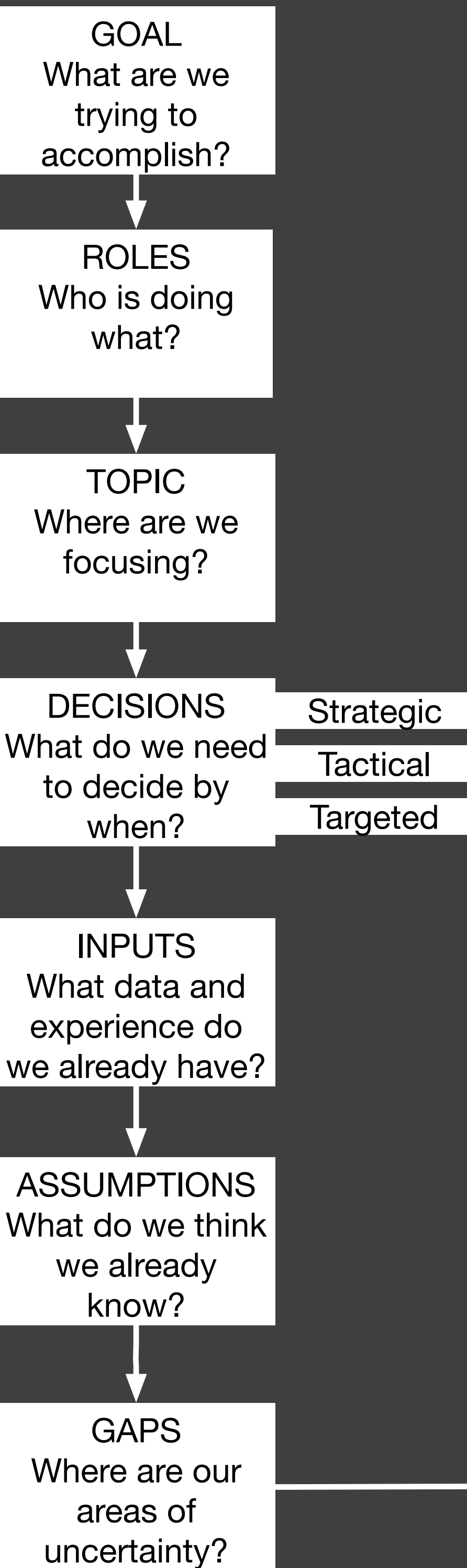




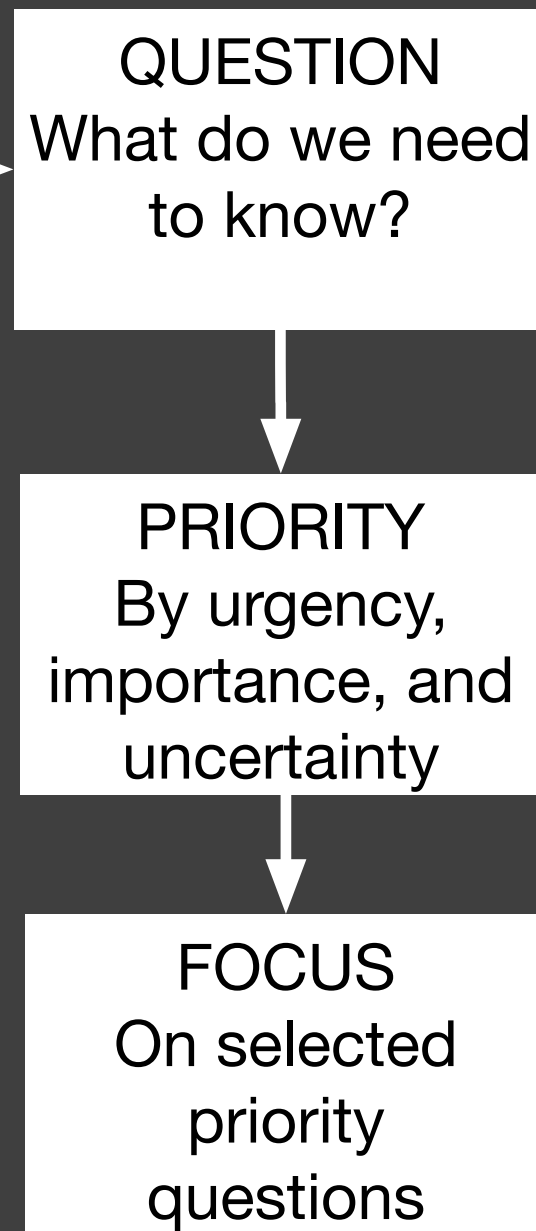
Design Research Process Model v2

Created October 14, 2022 | Modified October 25, 2022 by Erika Hall

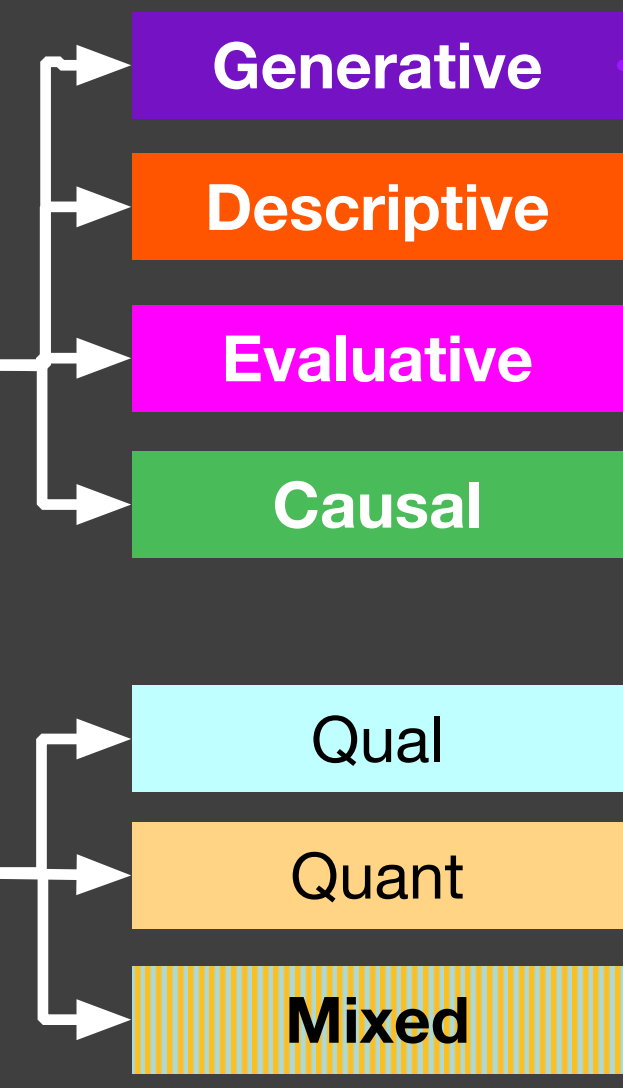
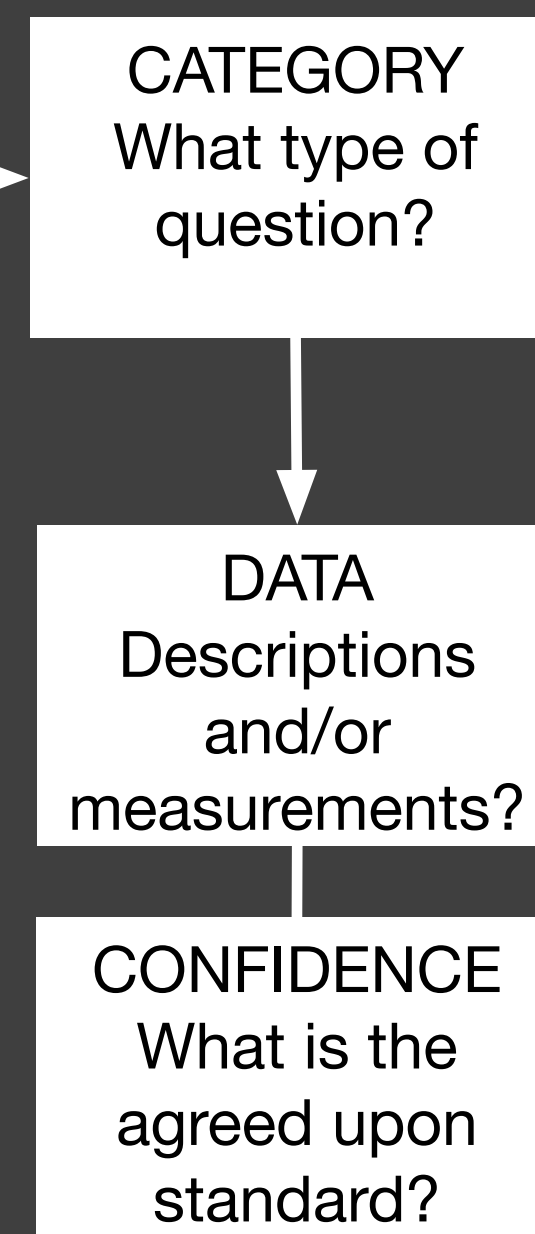
Clarity



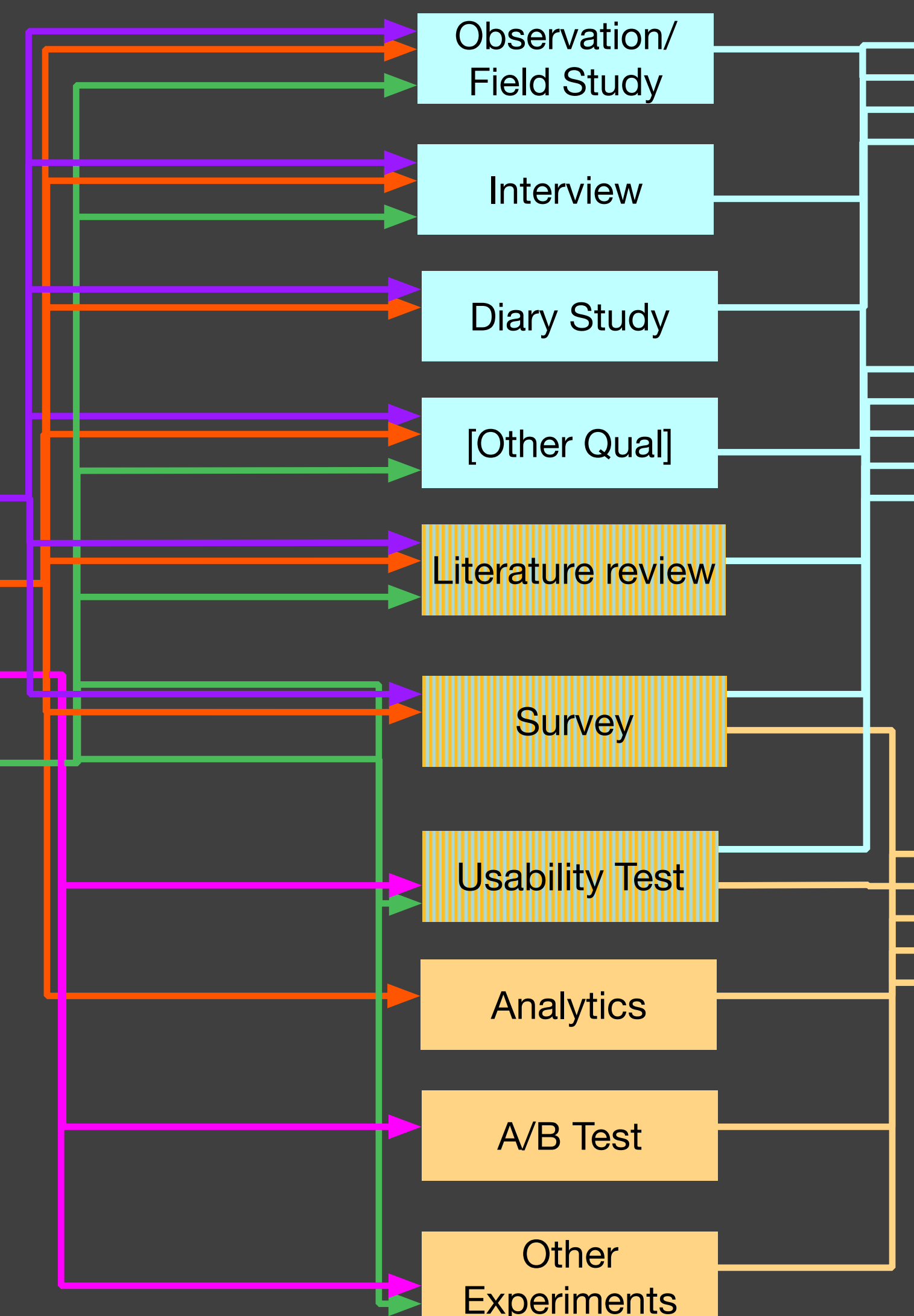
Questions



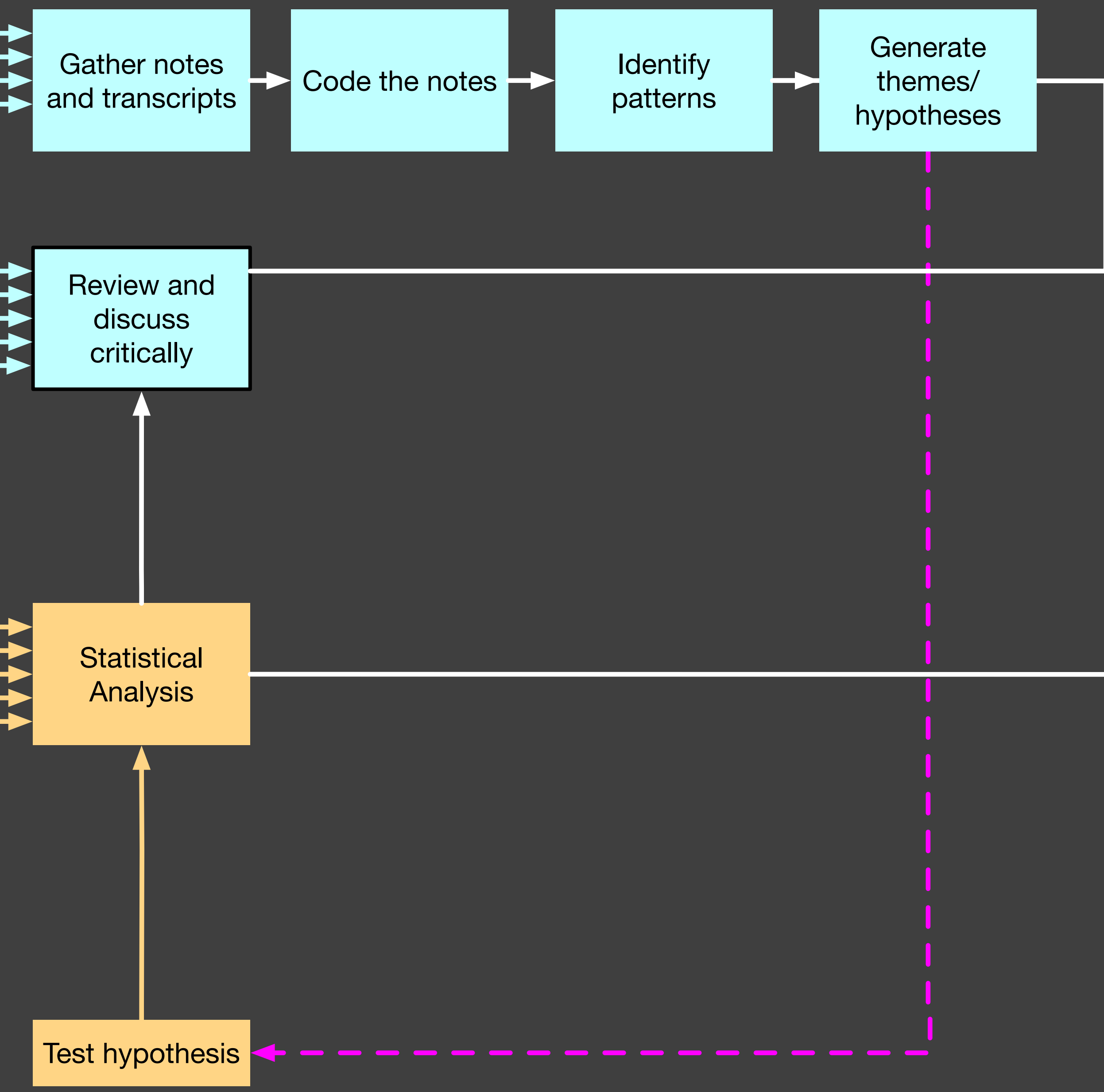
Refinement



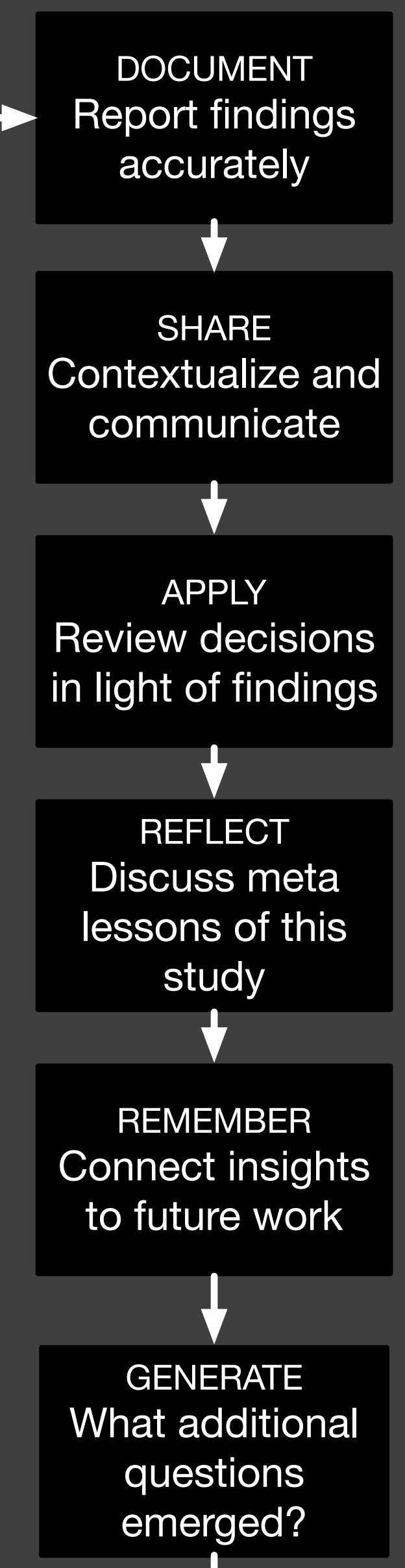
Methods



Analysis and Synthesis



Integration



Use qualitative research to generate a hypothesis and quantitative research to test it.

Choose the method that will answer your questions to a sufficient level of confidence by the decision date. The methods listed here are merely popular examples.

If you don't have any areas of significant uncertainty with regard to the decisions at hand, there is no need to move forward with a research project.

Topics
Organizational/Internal
Competition/Marketplace
Users/Customers/Prospects
Product/Service/Etc.

Decisions
Strategic: Framing the problem
Tactical: Identifying the right solution
Targeted: Specific aspects of a given solution

Categories
Generative: What problem might we solve?
Descriptive: What is happening currently/historically?
Evaluative: How well is our solution working?
Causal: Why is [x] happening/did [x] happen?

NOTES:
The specific roles, research cadence, tools used, methods, and other specifics of planning and execution will vary from project to project and org to org. This is a basic process, not dogma. Variations are to be expected, as long as they serve the quality of design decisions within given constraints.