

Design Research Techniques

Unlock key customer insights and drive high-impact product design.



Level up your ethnographic research skills and uncover what makes customers tick. You'll learn how to leverage existing opportunities to maximize your user research and build the case for a robust design research practice. We'll cover interviewing strategies and show you how to synthesize and communicate your research results for organizational impact. With these skills in hand, you'll help your company be more targeted, strategic, and connected to customers needs.

"I left much more confident about my ability to gather insights that can inform product development."

YOU'LL WALK AWAY KNOWING HOW TO:

- + Make the case for design research in your organization
- + Leverage existing opportunities to fit in exploratory research
- + How to design and create great research interviews
- + How to get the most from user testing sessions
- + Learn a structured process for synthesizing research into a model
- + Learn how to use guerilla research to propel your design forward
- + Practice communicating research results for impact

COST

Public: \$1,800 per person
For corporate pricing, e-mail training@cooper.com

LENGTH

2 days

IDEAL FOR

Product managers, marketing professionals, and designers who want to develop a deeper understanding of their customers through ethnography.

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Design Research Techniques

Course Topics

DAY ONE

- + Plan for research: Identify research objectives and design interview guides to maximize insights
- + Value of design research: articulating the benefits of design research and qualitative methods over market research & quantitative methods
- + Shape product vision by leveraging usability testing sessions to get valuable exploratory research insights
- + Best practices for synthesis: prime your notes, identify patterns, and translate findings into a model
- + Identify small wins to build the case for a more robust research program

DAY TWO

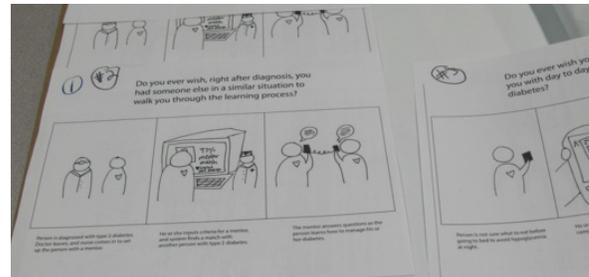
- + Practice intercepting people for guerilla research when you don't have time or budget to recruit participants to formal interviews
- + Practice communicating research using an actionable framework
- + Refine your synthesis skills with models



Get more value out of user testing sessions.



Learn a time-tested method for facilitating synthesis.



Learn how to make the case to build a robust design research programs.

QUESTIONS?

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or call **415-267-3500**

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