

# 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 get hands-on practice with a range of research methods, including conversation stimuli, ideal journey mapping, collage, and rapid prototyping. We'll cover interviewing strategies and show you how to custom-tailor research techniques to your projects. With these skills in hand, you'll help your company be more targeted, strategic, and connected to customers needs.

## YOU'LL WALK AWAY KNOWING HOW TO:

- + Gain a deeper understanding of your customers' goals and behaviors
- + Conduct exploratory, generative, and evaluative research methods
- + Choose the right research methods for your goals
- + Use synthesis techniques to mine insights that can drive design decisions

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

## COST

Public: \$1,800 per person  
For corporate pricing, e-mail [training@cooper.com](mailto: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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## Course Topics

### DAY ONE: EXPLORATORY RESEARCH AND SYNTHESIS TECHNIQUES

- + Plan for research: Identify research objectives, recruit interview candidates, and draft research plans
- + Best practices for contextual inquiry, observing and interviewing people in their natural environment
- + Use conversation stimuli in interviews to gain deeper insight, understanding, and empathy around emotionally-charged or abstract concepts
- + Best practices for synthesis: prime your notes, identify patterns, and translate findings into actionable insights

### DAY TWO: GENERATIVE AND EVALUATIVE RESEARCH METHODS

- + Use collage and ideal journey mapping techniques with interviewees to inspire design and uncover latent needs
- + Use storyboards to uncover customer expectations, evaluate and refine design
- + Review examples of Cooper research deliverables; discuss the value of different models for specific audiences and project phases

### QUESTIONS?

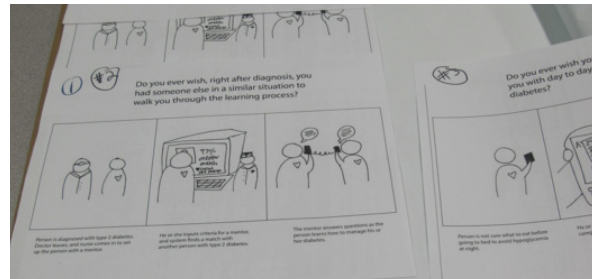
E-mail us at [training@cooper.com](mailto:training@cooper.com)  
or call **415-267-3500**



You'll practice using question laddering and other techniques to get the most out of ethnographic interviews.



You'll see how collage can be used to help customers articulate unmet needs and discuss challenging topics.



You'll learn how useful storyboarding can be in helping you get customer feedback and rapidly iterate on design.